EDMONTON'S RIVER VALLEY COMMUNITY DESIGN COMPETITION

Alberta
MUNICIPAL AFFAIRS
Innovative Housing Grants Program

EDMONTON'S RIVER VALLEY COMMUNITY DESIGN COMPETITION

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The views and conclusions expressed and the recommendations made in this report are entirely those of the authors and should not be construed as expressing the opinions of Alberta Municipal Affairs.

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FOREWORD

The project documented in this report received funding under the Innovative Housing Grants Program of Alberta Department of Housing. In May 1986 the Alberta Department of Housing was amalgamated with Alberta Municipal Affairs which is now responsible for issuing this report.

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PREFACE

The City of Edmonton's River Valley Community Design Competition was a unique method of generating a wide range of ideas and concepts for the future development of the Rossdale and Cloverdale communities. The City felt that the success of the competition was in large part due to it being an integral part of the planning and public participation process for the communities.

While considerable effort went into designing, organizing and running the design competition process, the end results were very beneficial for the Planning and Building Department. The development concept put forward by the major award winners was of such a high quality that it came to be used as the basis for the final community plans. Several creative ideas and concepts from other submissions were also used in preparing the community plans.

While design competitions are often used in the case of specialized, one dimensional design problems, the experience from the River Valley Community Design Competition has shown that the competition approach can also work extremely well for comprehensive and complex urban planning exercises.

EDMONTON'S RIVER VALLEY COMMUNITY DESIGN COMPETITION

1. INTRODUCTION

The purpose of this report is to document the City of Edmonton's River Valley Community Design Competition process and to evaluate the competition in terms of its usefulness as a community planning tool. All aspects of the competition are described including the competition rationale, philosophy, process, management, jury, award categories, submission requirements, evaluation criteria, adjudication method and results.

The competition is evaluated from both a general and a specific perspective to highlight the lessons learned through the process, the overall benefits to the planning process and the applicability of the design competition approach to other communities.

Appended to the report is a resume of the jury members, the design competition fact sheet, sample evaluation criteria weighting forms, a list of all competitors and photographic reproductions of the major award winning submissions with evaluative comments by the jury. The jury comments highlight the best ideas from the winning submissions and suggest how these ideas and concepts can be incorporated into implementable plans for Rossdale and Cloverdale.

2. THE DESIGN COMPETITION

A. Context of the Competition

Since the early 1900's, the City has gradually acquired land in the communities of Rossdale and Cloverdale on an opportunity-purchase basis for eventual development of the areas as parkland and open space. Over this period the City became a major landowner in the two communities, with approximately $20 million worth of vacant and developed residential land holdings.

On December 14, 1983, City Council changed its long standing policy toward these two communities, and directed the Planning and Building Department to prepare community plans for Rossdale and Cloverdale. In reversing its policy, Council initiated a positive process of rejuvenation and renewal in the communities. The resultant community plans are to contain an action program for the provision of civic improvements as well as the disposition and marketing of the City's significant land holdings in the communities.

B. Nature of the Competition

On May 22, 1984, City Council authorized the design competition as part of the community planning process for Rossdale and Cloverdale. The River Valley Community Design Competition was to be an integral part of the overall planning process and was to address the social, physical, economic and political issues related to these two important inner city communities.

The primary purpose of the competition was to generate a number of innovative, yet implementable development concepts and ideas for the communities. The competition assisted in defining the type, form and design of housing which should be built in these communities, providing a three dimensional image of the future Rossdale and Cloverdale. Special issues such as land use in North Rossdale, heritage preservation, urban design of public spaces, winter cities design concepts, the approach to implementation, and the disposition of City owned land were addressed.

The competition was primarily aimed at members of the Alberta planning, architecture, landscape architecture and related design professions; however, students and members of the general public were also invited to enter. Due to the comprehensive and complex nature of the planning issues and the need to address the realities of economics in the competition, a multi-disciplinary approach was encouraged.

The competition was sponsored and managed by the City of Edmonton Planning and Building Department, with funding assistance provided by the Real Estate and Supply Services Department ($30,000), Alberta Department of Housing ($25,000) and Alberta Department of Culture ($1,000).

A total of $31,000 was awarded in this single phase competition. Once the awards were presented by the Jury, all of the submissions were made available for review by the Planning and Building Department, the community groups and the other participants in the planning process. While the winning submissions would form the nucleus of the community plans for Rossdale and Cloverdale, ideas from other submissions were also used in preparing the final community plans.

The design competition was held after the "Issue Verification" activity as outlined in the Planning and Building Department's River Valley Area Redevelopment Plan Terms of Reference, essentially replacing the "Development of Plan Proposals" activity. The activities in the community planning process are:

1. Background and Issue Identification
2. Issue Verification
3. Design Competition to Develop Plan Proposals
4. Production of Preliminary Plan
5. Public and Agency Review
6. Revision, Production of Draft Bylaw
7. Plan Approval

Following the competition, the Planning and Building Department continued on with the community planning process, working with the Rossdale and Cloverdale Community Leagues. The Planning and Building Department undertook further detailed research on the proposals generated through the competition to ensure that they could be used in the preparation of the Area Redevelopment Plans for the communities.

The final planning stages involve the preparation of planning policies, land use controls, design guidelines, legal bylaws, and an implementation program for capital improvements and the disposition of City owned land. Considerable discussion with community groups, civic departments, other levels of government and the private sector is required to determine the capital improvement program budget, and the marketing and phasing elements of the plans.

C. Competition Events and Activities

The activities related to the design competition covered a period of approximately ten months. The competitors were involved for about a five month period, from the opening of registration (October 1984) to the announcement of the winners, (March 1985).

Following the advertisement of the competition in mid October 1985, competitors were given 25 days to register (up to November 6), after which they were given an additional 13 days for a formal question period (up to November 19). The Planning and Building Department responded and sent out the Question and Answer Report ten days later (November 29). The original competition deadline of January 11, 1985 was extended to January 31, 1985, giving the competitors a total of 11 weeks from the end of the question and answer period or 16 weeks from the opening of registration.

The community planning process was ongoing during this period and information gained from resident surveys and workshops was supplied to the competitors along with the Question and Answer Report. A chronology of key events and activities related to the design competition process is presented below. Both competition activities and public participation activities (identified by an asterisk) are shown to illustrate how the design competition fit into the ongoing planning process.

The chronology of events is as follows:

- May 1984 — Report to Executive Committee of Council authorizing the design competition.
- May — Rossdale Residents Survey.*
- June - July — Open House/Public Meetings in Rossdale and Cloverdale.*
- June - September — Background data collection and Terms of Reference preparation.
- July — Hiring of competition consultant.
- July - August — Selection of jury members.

• August	Survey of Alberta architects, planners and landscape architects on competition awards and Terms of Reference.
• September	Finalization and printing of Design Competition Kit.
• October	Cloverdale Residents Survey.*
• October	Announcement of competition through a press release, advertisements, and notification to professional associations.
• October	Community workshops in Rossdale and Cloverdale ("Plan Your Neighbourhood" Game).*
• November 6	Deadline for registration (postmarked).
• November 19	Deadline for question period (postmarked).
• November 29	Mail Question and Answer Report, revised Fact Sheet and additional information from community workshops and surveys.
• January 31, 1985	Deadline for receipt of submissions (postmarked).
• February 14-21	Individual review of submissions by jury members.
• February 22-24	Official adjudication of submissions.
• March 20	Awards Reception and Open House for VIPs and media.
• March 21-22	Open House of submissions for community residents and general public.*
• April 20 & 22	Presentation of competition ideas at open house and workshop for residents in Rossdale.*
• May 4 & 6	Presentation of competition ideas at open house and workshop for residents in Cloverdale.*

* Public Participation Activities

D. Management of the Competition

The Planning and Building Department was responsible for the management of the competition through to its completion. Competitors directed all inquiries and communication to Ken Johnson, Project Manager of the Planning and Building Department.

The Planning and Building Department's responsibilities included preparing the terms of reference and background information materials for the competition; communicating with the competitors; assisting the Jury from an organizational standpoint; providing information on the competition to City Council, the civic administration, other levels of government, the communities and the general public; arranging for the announcement and presentation of awards; and preparing a report summarizing the competition process and results.

The Land Use Planning Group, a private consulting firm which was under contract to the Planning and Building Department, provided technical advice and organizational assistance to the Department.

E. The Competition Jury

The competition was judged by a jury of ten people. Representatives from Rossdale and Cloverdale were chosen by the respective community leagues, while the other jury members were selected by the City of Edmonton to represent a cross section of professional associations and expertise.

In all, the jury consisted of the two community representatives, a home builder, an architect and planner, a landscape architect, an architect, an historian, a real estate appraiser, a journalist, and a housing and commercial real estate economic analyst.

Associations and government departments represented either officially or unofficially by the jury members were the Alberta Association of Architects, the Appraisal Institute of Canada, the Alberta Association of the Canadian Institute of Planners, the Alberta Association of Landscape Architects, Alberta Culture, Alberta Department of Housing, Alberta Home Builders Association, the City of Edmonton Real Estate and Supply Services Department, the Cloverdale Community League, the Rossdale Community League, the Society for the Preservation of the River Valley, and the Winter Cities '86 International Forum.

A brief resume of each of the jury members is provided in Appendix I.

F. Award Categories

The awards included eight cash prizes (totalling $31,000) as indicated below. The jury had the flexibility to award one entry more than one prize and not to award a prize, if in its view no submission was of sufficient merit to qualify for an award in any particular category.

It was stated in the terms of reference that the City could choose to hire one or more of the award winners to assist in the planning and implementation stages following the competition.

The award categories and the associated cash prizes were as follows:

Development Concept: Rossdale and Cloverdale (first prize)	$10,000
Development Concept: Rossdale and Cloverdale (second prize)	$ 5,000
Design and Built-Form of Housing - Medium Density*	$ 5,000
Design and Built-Form of Housing - Infill Low Density*	$ 5,000
Community Development/Implementation Strategy	$ 2,000
Heritage Preservation	$ 2,000
Urban Design of Public Spaces	$ 1,000
Winter Cities Design Concept	$ 1,000

In addition to the above awards which came with a cash prize, the jury awarded two additional second prizes, ten awards of merit and four honourable mentions. First and second prize winners and award of merit winners received plaques, while those receiving honourable mentions received framed certificates.

*Note: The jury decided to split the $10,000.00 prize for the Design and Built-Form of Housing award category into two prizes of $5,000.00 each, one prize for the low density infill housing proposal and the other prize for the medium density housing solution.

G. Information Supplied to Competitors

The information provided to the competitors included a Design Competition Kit, given out at registration time, a letter which included a final Design Competition Fact Sheet, and a Question and Answer Report.

The Design Competition Kit included the following items:

- the design competition terms of reference;
- community profiles of Rossdale and Cloverdale;
- 27 community profile maps;
- 7 panel-size base maps with contour, structure and orthophoto information (4 at 1:2000, 3 at 1:5000);
- a pictorial report on Rossdale and Cloverdale;
- a brochure on Edmonton river valley trails; and
- a composite map of proposed public improvements in the downtown.

The Question and Answer Report documented the questions submitted by competitors and provided answers and further background material on these questions. This report was also accompanied by reports on the results of surveys and workshops held in both communities.

H. Submission Rules, Requirements and Procedures

A $25.00 fee was charged for registering in the competition. Registration did not imply an obligation to submit an entry but an entry would not be accepted from anyone who did not register before the deadline. Competitors were allowed to change the composition of their team, add team members, or join forces to form a new team, provided at least one member of the submitting team had registered for the competition and the final composition of the team was indicated when submitting an entry.

The competition was held with strict regard to anonymity. Submissions had to be free of any name, code or symbol which would reveal the competitor's identity. The name of the competitor had to be submitted in a sealed envelope, enclosed with the submission.

Submissions had to be presented on 32" x 48" panels of synthetic foam board, oriented horizontally. The title blocks had to follow a specified but somewhat flexible format.

Competitors could compete in individual or all categories. For those who competed in all categories, the requirement was a minimum of five panels and a maximum of ten panels. For the major categories of development concept and design and built-form of housing, the requirements were specified vis-a-vis the fact sheet, the report, the number of panels, and mandatory and optional panels. There were no such specified requirements for the other individual award categories.

Rights of ownership and copyright of the materials submitted were retained by the City of Edmonton. The City also retained the right to reproduce, publish or display the submissions after the competition. A guarantee was given that the authors of the submissions would be identified in all such publications or displays.

I. Evaluation Criteria

The following criteria were used for the selection of winners in the different categories. There was overlap of criteria in the different categories as the solutions were closely interrelated.

Development Concept: Rossdale and Cloverdale

i) Community Development Pattern:

- vision for the Central Area and the communities within
- role and identity of the communities
- identity of the character areas
- land use proposals
- compatibility and mix of land uses
- linkages, activity nodes, and relationship between the communities and adjacent areas
- spatial distribution of built-forms, intensities, densities and massing
- transportation system
- open space system
- phasing and marketing of development

ii) Community Livability

- community facilities and amenities
- housing design and choice of housing
- design of public walkways, bikeways, roadways, street lighting and other public amenities

- local pedestrian and vehicular circulation system
- local traffic management, parking
- location, distribution and integration of non-residential uses
- historic preservation
- utilities
- enhancement of the natural environment, slopes, the river
- flood protection
- living in a winter climate, energy conservation
- crime prevention, defensible space
- quality of spaces, vistas and views
- unique design and technical features

iii) Feasibility of Development Concept

- acceptable development concept re: local community, downtown and city-wide interests
- economic feasibility of the proposed built forms, including utilities and civic improvements
- source of financing, municipal, provincial, federal, community based, co-operative, non-profit
- marketability of the proposed development projects
- management, identifiable projects, project management, including community based management, if any
- proposed implementation phasing
- proposed replotting
- disposition of City owned lands

Design and Built-Form of Housing:

i) Housing Concept

- development concept for the communities and character areas
- location and spatial distribution of housing
- built form, intensities, densities and massing
- housing mix (demographic characteristics, age groups, housing types)
- housing tenure (private ownership, condominium, rental, cooperative)

ii) Aesthetic and Functional Quality

- compatibility with existing housing, treatment of existing housing stock
- housing design (unit design, interior and exterior spaces, vistas and views, visual impact)
- relationship to public spaces, streetscape
- relationship among housing units
- design for flood protection
- internal circulation, parking, safety
- design for winter climate, energy efficiency
- unique design, technical features and amenities to increase marketability

iii) Feasibility of Housing Development

- marketability of housing, economic feasibility
- phasing of housing development, disposition of City owned land
- housing tenure, project proponents, project management mechanisms
- replotting, civic improvements required if any

While the following subject areas were to be addressed in the major award categories, special awards were also given to the best individual proposals for these subject areas.

Community Development/Implementation Strategy - approach to community rejuvenation and the disposition of City owned land; land use, facilities, services and choice of housing; phasing; project proponents; economic feasibility; and financing.

Heritage Preservation - design ideas and approach; buildings, sites and themes; feasibility; and cost.

Urban Design of Public Spaces - quality of design; public walkways, bikeways, roadways, street lighting and other public amenities; parks and open space; circulation system; linkages; functional quality of materials; feasibility; and cost realism.

Winter Cities Design Concept - living in a winter climate; energy conservation; four seasons design of housing, public spaces and community facilities; feasibility; and cost realism.

J. Adjudication Method and Process

Over a period of four months the jury met to refine the adjudication procedures and to become familiar with the two communities. Nine formal meetings were held to review:

- the terms of reference of the competition;
- information on the communities (including tours of the communities); and
- the economic, political and social factors which would have a bearing on the plans for the communities.

Prior to the adjudication, the jury reviewed and commented on the fact sheet information requirements and the evaluation criteria contained in the draft terms of reference.

There were three general factors which were taken into consideration in judging the entries:

1. The first consideration was whether or not a proposal complied with the terms of reference. This was not an evaluation but simply a matter of ensuring that an entry met the basic submission requirements.

2. The second consideration was a review of quantifiable facts within the framework of the terms of reference. Applicants were requested to supply the relevant quantitative information using the Design Competition Fact Sheet. (See Appendix II). Competitors were not asked to supply detailed financial or marketing information, but strictly general, quantifiable facts. The information was to be provided in the form of a brief written report which could also include graphics or references to information provided on the panels.

   This information assisted the judges in understanding the competitors' submissions in terms of the viability and implementability of the ideas and concepts proposed.

3. The third consideration was the evaluation of each proposal against other proposals, using the evaluation criteria outlined in Section I as a guide for the debate.

   The first step in the judging process was to review all 26 submissions and to develop a short list for each award category. In evaluating the submissions, the jury discussed the minor award categories first, the housing and

development concept award categories last. Each of the short-listed submissions was thoroughly reviewed and discussed by the jury as a whole, followed by a lengthy debate. The process of review and debate was repeated once or twice as the jury focussed in on the finalists in each category.

While the evaluation criteria weighting forms (see Appendices III and IV for sample forms) were used as a means of creating a numerical rating for the finalists in the major award categories, the computed results were so close that they could not be relied upon as a valid means to make a final decision. In any case, the jury had a strong preference for evaluating the submissions from a more holistic perspective and the debating process provided for this.

Following the selection of award winners in each category, the jury awarded several honourable mentions and an award of merit for special ideas not related to any specific category.

The jury spent approximately 24 hours over a three day period in the adjudication process.

K. Competition Results

The following is a summary of the competition results:

Development Concept: Rossdale and Cloverdale

- Orlesky Carlyle Partnership and David Murray Architect - First Prize $10,000.00
- Robert Kirby/William T. Perks and The Urban and Regional Research Laboratory - Second Prize $ 5,000.00
- Jack Long + The New Street Group - Award of Merit

Design and Built-Form of Housing: Low Density Infill

- McKellar Architects - First Prize $ 5,000.00
- Anthony K. Eng Architect Ltd. - Second Prize
- Orlesky Carlyle Partnership and David Murray Architect - Award of Merit

Design and Built-Form of Housing: Medium Density

- Anthony K. Eng Architect Ltd. - First Prize $5,000.00
- McKellar Architects - Award of Merit
- Robert Kirby/William T. Perks and The Urban and Regional Research Laboratory - Award of Merit
- Jack Long + The New Street Group - Award of Merit
- Orlesky Carlyle Partnership and David Murray Architect - Award of Merit

Community Development/Implementation Strategy

- Orlesky Carlyle Partnership and David Murray Architect - First Prize $2,000.00
- Jack Long + The New Street Group - Award of Merit

Heritage Preservation

- Orlesky Carlyle Partnership and David Murray Architect - First Prize $2,000.00
- Robert Kirby/William T. Perks and The Urban and Regional Research Laboratory - Award of Merit

Urban Design of Public Spaces

- Orlesky Carlyle Partnership and David Murray Architect - First Prize $1,000.00
- Robert Kirby/William T. Perks and The Urban and Regional Research Laboratory - Second Prize

Winter Cities Design Concept

- Orlesky Carlyle Partnership and David Murray Architect - First Prize $1,000.00
- Jack Long + The New Street Group - Award of Merit
- Robert Kirby/William T. Perks and The Urban and Regional Research Laboratory - Award of Merit

Award of Merit and Honourable Mentions - No Particular Award Category

In addition to giving awards for the designated award categories mentioned above, the jury gave out the following special awards:

- John Alley and Randy Bell - Award of Merit - "In recognition of the idea of transforming the utilities area of Rossdale to public use."
- Marc Bois Architect Ltd. - Honourable Mention - "In recognition of the idea of modifying the arterial road system in Rossdale to achieve additional lands for development."
- Marc Bois Architect Ltd. - Honourable Mention - "In recognition of the idea for hillside housing."
- Larrie Taylor Architect Ltd. - Honourable Mention - "In recognition of the idea for a direct mechanical transportation link from the valley to downtown."
- MTB Consultants Ltd. - Honourable Mention - "In recognition of the idea for hillside housing."
- Douglas McConnell Architect Ltd. with Brian Allsopp, Peter MacLellan Architect Ltd., Dan Teramura and Evita McConnell Graphics - Honourable Mention - "In recognition of the idea for hillside housing."

At the completion of the judging the jury passed a motion which read:

> "In light of the strength of the winning solution in planning and implementation, we recommend that the proponents be hired to participate in the planning and implementation process as soon as possible."

The design competition awards were presented to the competitors at a special ceremony held at Manulife Place on March 20, 1985.

3. EVALUATION OF THE COMPETITION

A. Evaluation of Events and Activities

The purpose of this section is to provide an evaluation of the key events in the design competition process. The events are described briefly and observations of the Planning Team are noted.

(i) Participatory Versus Non-Participatory Process

The initial proposal to hold a design competition, as put forward by the Land Use Planning Group, suggested that the competition replace the participatory planning process and that the winning development concept be adopted outright as the plan.

The Planning and Building Department substantially modified the initial proposal, making the competition an integral part of a participatory planning process. Residents were assured of being involved before, during and after the competition (see Sections 2.B and 2.C). The residents' views were solicited through resident surveys, "Plan Your Neighbourhood" workshops, open houses and working committee meetings with the Community League executives. The Community Leagues' position statements and the results of the surveys and workshops were supplied to the competitors through the design competition kit and supplementary information.

Observations

As it is City Council's policy to involve residents in preparing Area Redevelopment Plans, it is clear that they would not have approved the design competition as originally proposed.

Involving residents in the design competition process made this a credible process in the eyes of the community. By including the residents' views in the design competition information package it also ensured that competitors would realize the importance of proposing solutions which were practical and acceptable to community residents.

(ii) Background Data Collection

Approximately two months were spent collecting, analyzing and summarizing data on the communities. Data collected included information on population, land use, ownership, area, condition of roads and services, parks and recreation facilities and so on.

Since the competition was open to residents from across the province, it was assumed that many competitors would not be familiar with Edmonton and the communities of Rossdale and Cloverdale. Therefore it was essential to be thorough and clear in providing background information to competitors.

Observations

Spending sufficient time at the outset preparing a complete and comprehensive design competition package avoids confusion and reduces the time spent later providing clarification to competitors through such means as a question and answer report. Finally, by including information on economic, social, political and environmental realities in the competition information package, it helps to ensure that feasible, implementable proposals are submitted.

(iii) Competition Terms of Reference

Approximately two months were spent defining the objectives of the design competition; detailing the award categories, prizes, rules, and deadlines; and selecting a jury. Several design competitions were examined to assist in the development of the Terms of Reference. Also, a survey of local planners, architects and landscape architects was conducted to confirm that the scope of the competition and the awards were realistic and appropriate in the view of the design community.

Observations

The terms of reference for any design competition must be thorough, precise and clear. Also, rules and deadlines must be strictly adhered to to ensure that competitors are treated fairly and equitably. In order to attract a sufficient number of competitors it is important that the competition requirements realistically match the rewards offered.

(iv) Competition Funding and Awards

Funding for the competition was provided by the City of Edmonton ($30,000), Alberta Housing ($25,000) and Alberta Culture ($1,000). Of this total, $31,000 was allocated to prize money, $20,000 for professional advisors and $5,000 for competition awards (plaques, certificates, etc.) and administration.

Observations

Funds allocated for prize money were generally found to be sufficient, judging by the response received. Nevertheless, a number of potential competitors decided against entering the competition because they felt the award monies were not sufficient for the amount of work involved. Monies for professional advisors were well spent given the unique nature of this competition and the amount of work necessary to thoroughly prepare the jury. It is difficult to determine the true cost of administering this competition as some of these costs were inseparable from the costs related to preparing a community plan. The monies allocated for competition administration appeared to be sufficient given this situation.

It is important to provide an impressive awards reception and distinctive, high quality plaques and certificates for competitors as they deserve the best of treatment in return for their time and effort. Furthermore, jury members should be provided with distinctive gifts in recognition of their valuable contribution to the competition process. This approach helps to ensure that the competition is seen as a prestige event.

It is advisable to hire the winners to participate in the follow-up planning process as this gives credibility to the design competition, adds to the compensation being awarded and helps achieve design continuity.

The competition terms of reference did not guarantee further work contracts for the winners. However, it was stated that additional funds for this purpose were being pursued. In June, 1985, City Council did approve a sum of $76,000 in additional funds for retaining two competition winners to do detailed planning and design work. This lent a great deal of credibility to the competition.

(v) Appointment of Professional/Advisors to Oversee the Adjudication Process

It was necessary to hire professional advisors for this competition given the considerable amount of work involved in setting up and running such a competition. The consultants which were retained had undertaken research on using design competitions in the planning process, most particularly for new subdivision development. Also, one of the consultants, Zard Sarty, had considerable experience with design competitions from working for the City of Edmonton on new development in Mill Woods.

Observations

In addition to assisting City staff in the organization and administration of the competition, the consultants acted as independent intermediaries in the adjudication process and thus ensured the jury's deliberations and selections were not overly influenced by the sponsor.

(vi) Competition Notification

The competition was announced through three different methods:

1. a press release through the City of Edmonton Corporate Communications Office,

2. newspaper advertisements in the Edmonton Journal, Edmonton Sun and Calgary Herald (2 day period), and

3. letters of notification to Alberta Architect, Planner and Landscape Architect Associations' members.

Observations

These methods were deemed to be the most cost-effective way of notifying potential competitors. The press release provided background on the competition for newspaper articles. As the newspapers selected have the largest circulations in the province, and the letters of notification were mailed directly to members of the design community, it was most likely that all professionals and non-professionals who might have an interest in competing would be reached.

The process of notification was judged to be effective, as over 130 competition registrations and numerous other informal requests for information were received.

(vii) Administration of the Submissions

When receiving registrations, a complete mailing address was obtained and all registrations were recorded on a master list. The registrant received a receipt for his registration fee. With respect to competitor correspondence, double-registering (if mailed) or courier delivery was used to ensure that items were delivered.

A three-digit randomly selected number was used to identify competitors' submissions. This number was assigned to each submission upon receipt by a City of Edmonton Planning and Building Department employee not involved directly with the competition. This person mailed out letters to all entrants confirming that the City had received their submission. A master list matching competitor names and numbers was kept confidential until the official adjudication was completed.

Observations

Double registration of competitor correspondence was important, particularly as the competition period was relatively long and there was a possibility of address changes or competitors who would be difficult to contact. Entrant anonymity was important to help ensure equal treatment for all competitors.

(viii) Selection of Jury Members

The first step in selecting jury members was to identify the various interest groups which should be represented. The next step involved contacting each interest group and requesting the appointment of a representative. With the jury size limited to ten (10) members, the project team sought jurors who represented more than one interest group. For example, the Cloverdale Community representative was also a member of the executive of the Society for the Preservation of the River Valley. Once the potential jury members were selected by the project team and approved by senior management, personal invitations were sent to each jury member. At the outset, each potential jury member was given the terms of reference for the competition and an indication of the expected time commitment.

Several months prior to the judging the jury began meeting to familiarize themselves with each other and with the subject area. A number of meetings were held over a period of four months to allow the jury to discuss the order of judging, the competition categories and the evaluation methods. Considerable time was given to allow the jury members to familiarize themselves with the entries (10 days) and to conduct the official adjudication (3 full 8 hour days).

In order to keep a permanent record of the official adjudication process, all discussions between jury members were tape-recorded and a typed manuscript produced. Also, the Project Manager attended jury deliberations and made notes.

Observations

It is important that potential jury members understand the scope of their duties and the approximate amount of time they are expected to commit to the task, particularly if members are not to be compensated financially. In this competition, the jurors received a gift as a token of appreciation, but no financial compensation for their time. One member, Mr. William Thorsell, a former assistant editor for the Edmonton Journal, was compensated for his expenses and travel from Toronto.

The experience of this project indicates that jury members are willing to contribute a significant amount of time and effort to such a project if the time is well organized and they feel they are accomplishing something worthwhile.

Selection of both professionals and laymen worked well for this competition jury. The presence of a home builder and housing market specialist provided a valuable pragmatic perspective. Representatives of the community leagues on the jury provided a voice for the residents' viewpoints.

It was important to record jury comments, particularly for the winning submissions, for use in the presentation of awards, displays and reports.

(ix) Media Coverage

With regard to media coverage, the competition attracted a great deal of attention from local media (newspapers, magazines, radio) and professional

publications (planning and architecture). In order to meet this demand a press kit was prepared giving background information on the competition, the jury and the winners. A number of requests were received for presentations, radio interviews and articles, and the project team spent a considerable amount of time after the competition on these activities. A photographic record was kept of all submissions, numbering more than 100 in total. Prints and/or slides of the panels provided visual materials for presentations and articles, and allowed project members to work with the submissions in an easier format.

Observations

The information provided in the press kit and the photographic record of the submissions effectively met the needs of most media requests and informal inquiries.

B. Benefits of the Competition

The design competition played a crucial and effective role in overcoming many potential obstacles to developing community plans for Rossdale and Cloverdale. The competition produced a rich variety of ideas and concepts that are:

- sensitive to the needs of River Valley residents,
- practical and economically feasible for the City to implement, and
- acceptable to a variety of interest groups concerned about the use and protection of the River Valley.

It has brought a positive completion to many years of political debate over the future of Rossdale and Cloverdale by offering the public and the politician alike various alternatives for the future viability of these neighbourhoods. In particular, the winning submission for the development concept provided a clear vision which the public and politicians could understand and support.

The competition process has shown itself to have the following strengths which improve upon a typical Area Redevelopment Plan process:

- **Readability** - It produced a rich variety of visual ideas and concepts which are more easily understood by the public than a complex written document. The concepts were used as the basis to establish the final plans.

- **Cost Effectiveness** - It was very successful in bringing forward many usable planning and design concepts with a relatively small financial investment by the City.

- **Time Effectiveness** - The competition helped to advance the planning-implementation process by creating a positive momentum for implementation to occur as soon as possible.

- **Implementability** - The design competition forced competitors to deal with political, social, physical, and economic restraints. As a result, the winning design concepts were for the most part, implementable.

It should be noted that much of the success of the competition can be attributed to the thorough preliminary work done in developing the design package and competition procedures. The design competition kit provided the information, framework and criteria which stimulated innovative yet implementable ideas from a cross-section of competitors. Specifically, it served the following purposes:

- provided very complete and comprehensive background information and research for the competitors,

- catered to a wide audience (as it was an open competition) and was flexible enough to allow competitors to compete in areas within their expertise,

- established criteria emphasizing the need for feasible and practical ideas, and

- encouraged an interdisciplinary approach to design ideas and planning problems.

An important reason for the success of the design competition was that it was designed as an integral part of the public participation and planning process for the communities. Before the competition began, the Planning and Building Department held workshops with Rossdale and Cloverdale residents to identify problems or needs within the neighbourhoods. This information became part of the design package for the competition so that ideas generated by competitors could be responsive and sensitive to the identified concerns. The jury represented a cross-section of interest groups involved in the River Valley, including representatives from the affected communities.

In summary, three indicators of political benefit of the competition can be identified:

1. The design competition produced an exceptional development plan for the River Valley communities. This development plan, the Orlesky/Carlyle/Murray submission, has been used by the Planning and Building Department as the foundation for the final community plans.

2. The design competition generated interest and enthusiasm in the revitalization of Rossdale and Cloverdale. Most people involved in the planning process have expressed positive feelings about the competition results and felt it has initiated the momentum necessary for the implementation of the community plans.

3. As a result of the planning team and the Rossdale and Cloverdale communities being able to reach a consensus on the general development concept, the planning team was able to put forward some key community-supported public improvement projects for early implementation. It was important that sufficient action be taken in 1986 to demonstrate to residents, the private sector and the provincial government, the City's commitment to rejuvenating the communities.

C. Applicability of the Design Competition Approach to Other Communities

The design competition approach has proven effective in planning for communities undergoing considerable change and extensive redevelopment.

Both Rossdale and Cloverdale anticipate a significant amount of residential redevelopment as a result of the recent change in Council policy. Their situations are somewhat unique in that the City can significantly affect redevelopment through its ownership of land. These factors undoubtedly contributed to the feasibility of staging this design competition, but this is not to suggest that a similar design competition could not be incorporated into a more typical community planning situation.

Design competitions are normally used for tackling specialized design projects related to streetscape improvements, traffic management schemes, parks and open space or urban design guidelines for new infill housing. However, as comments in previous sections indicate, Edmonton's experience suggests that design competitions can significantly contribute to the process of producing a comprehensive community plan and they are particularly effective in addressing those planning problems which can be solved through design.

APPENDICES

I. THE COMPETITION JURY

II. DESIGN COMPETITION FACT SHEET

IV. SAMPLE EVALUATION CRITERIA WEIGHTING FORM - DEVELOPMENT CONCEPT

III. SAMPLE EVALUATION CRITERIA WEIGHTING FORM - DESIGN AND BUILT FORM OF HOUSING

V. LIST OF COMPETITORS BY SUBMISSION NUMBER

VI. A REVIEW OF THE MAJOR AWARD WINNING SUBMISSIONS

APPENDIX I

THE COMPETITION JURY

The competition jury members, as described in Section 2.E. of the report, were:

Reg Copithorne, B. Ed., home builder; Chairman of Alberta Home Builders Association (formerly HUDAC); Director, New Home Warranty Program of Alberta; President, Colony Park Enterprises Inc. (real estate developers).

Arni Fullerton, B. Arch., architect and planner; former Director, Central Area Planning, City of Edmonton Planning and Building Department; Chairman, Winter Cities '86 International Forum.

Linda Harris, representative of Cloverdale Community League; member, Society for the Preservation of the River Valley.

Rohn Heaslip, B.E.S., B.L.A., landscape architect; representative of Alberta Association of Landscape Architects.

Linden Holmen, B.A., B. Arch.; Director of Research and Development, Alberta Department of Housing.

Valerie Miller, B.E.S., representative of Rossdale Community League; Planner, Planning Branch, Alberta Municipal Affairs.

Dr. Frits Pannekoek, M.A., Ph.D., historian; Director, Historic Sites Services, Alberta Culture.

Vic Pirzek, A.A.C.I., real estate appraiser; Director, Land Management, City of Edmonton, Real Estate and Supply Services Department.

William Thorsell, M.A., M.P.A., journalist; former Associate Editor, Edmonton Journal; former Chairman, Urban Design Group, Edmonton; Editorial Board, Globe and Mail.

Tom Yarmon, B.A., M.E.S., housing and commercial real estate economic analyst; Senior Associate, Clayton Research Associates Ltd.; Vice-President, Tankoos Yarmon Alberta Ltd. (property investment and development).

APPENDIX II

DESIGN COMPETITION FACT SHEET *

I	**Development Concept: Rossdale and Cloverdale**	a) Approximate site coverage for general land uses (residential, commercial, recreational and sport facilities, parks and open space, institutional, transportation and utilities) within the four major character areas. b) Approximate floor area of proposed major, multiple level structures. c) Assumptions in terms of division of costs (public/private) of utilities and civic improvements. d) Source of financing, public, private, cooperative, equity participation. e) Assumptions regarding the sale, lease and rent of units (residential, commercial, recreational, etc.). f) Particulars of public, private or joint venture identifiable projects. g) Disposition of City owned lands and implications related to private holdings. h) Overall phasing of the proposed development.
II	**Design and Built-Form of Housing**	a) Housing density - units/hectare. b) Number of units total. c) Unit types, unit sizes (approximate). d) Housing form and distribution, single family, semi-detached, townhousing, apartments, etc. e) Project cost assumptions. f) Source of financing, public, private, cooperative, equity participation, etc. g) Marketing strategies. h) Assumptions regarding the sale, lease and rent of units. i) Disposition of City owned lands. j) Phasing of housing.

*Note: This Fact Sheet is designed to help the competitor communicate general, quantifiable facts. It will assist the judges in understanding the competitor's proposals. Competitors are not being asked to supply detailed financial or marketing information.

The information should be provided in the form of a brief written report which may also include graphics and references to information provided on the panels. The list should not preclude a competitor from providing additional information that is important to his particular solution.

SAMPLE EVALUATION CRITERIA WEIGHTING FORM - DEVELOPMENT CONCEPT

CRITERIA WEIGHTING FORM

SCALE - 0 - 10.0, 10.0 being the highest

JURY MEMBER'S NAME:

EVALUATION CRITERIA * (i) Community Development Pattern * Criteria listed in order of importance	COMPETITOR'S IDENTIFICATION NUMBER												
1 VISION FOR THE CENTRAL AREA AND THE COMMUNITIES WITHIN													
2 ROLE AND IDENTITY OF THE COMMUNITIES													
3 LAND USE PROPOSALS													
4 COMPATIBILITY AND MIX OF LAND USES													
5 SPATIAL DISTRIBUTION OF BUILT-FORMS, INTENSITIES, DENSITIES AND MASSING													
6 IDENTITY OF THE CHARACTER AREAS													
7 PHASING AND MARKETING OF DEVELOPMENT													
8 LINKAGES, ACTIVITY NODES AND RELATIONSHIP BETWEEN THE COMMUNITIES AND ADJACENT AREAS													
9 OPEN SPACE SYSTEM													
10 TRANSPORTATION SYSTEM													
EVALUATION CRITERIA * (ii) Community Livability * Criteria listed in order of importance													
1 HOUSING DESIGN AND CHOICE OF HOUSING													
2 COMMUNITY FACILITIES AND AMENITIES													
3 LOCATION, DISTRIBUTION AND INTEGRATION OF NON-RESIDENTIAL USES													
4 QUALITY OF SPACES, VISTAS AND VIEWS													
5 DESIGN OF PUBLIC WALKWAYS, BIKEWAYS, ROADWAYS, STREET LIGHTING AND OTHER PUBLIC AMENITIES													
6 ENHANCEMENT OF THE NATURAL ENVIRONMENT, SLOPES, THE RIVER													
7 HISTORIC PRESERVATION													
8 LOCAL PEDESTRIAN AND VEHICULAR CIRCULATION SYSTEM													
10 LOCAL TRAFFIC MANAGEMENT, PARKING													
9 LIVING IN A WINTER CLIMATE, ENERGY CONSERVATION													
11 UNIQUE DESIGN AND TECHNICAL FEATURES													
12 FLOOD PROTECTION													
13 CRIME PREVENTION, DEFENSIBLE SPACE													
14 UTILITIES													

CRITERIA WEIGHTING FORM

SCALE = 0 - 10.0, 10.0 being the highest

JURY MEMBER'S NAME:

EVALUATION CRITERIA * i) Housing Concept ii) Aesthetic and Functional Quality * Criteria listed in order of importance	COMPETITOR'S IDENTIFICATION NUMBER																													
1 DEVELOPMENT CONCEPT FOR THE COMMUNITIES AND CHARACTER AREAS																														
2 COMPATIBILITY WITH EXISTING HOUSING, TREATMENT OF EXISTING HOUSING STOCK																														
3 LOCATION AND SPATIAL DISTRIBUTION OF HOUSING																														
4 BUILT FORM, INTENSITIES AND MASSING																														
5 HOUSING DESIGN (UNIT DESIGN, INTERIOR AND EXTERIOR SPACES, VISTAS AND VIEWS, VISUAL (IMPACT)																														
6 RELATIONSHIP TO PUBLIC SPACES																														
7 UNIQUE DESIGN, TECHNICAL FEATURES AND AMENITIES TO INCREASE MARKETABILITY																														
8 DESIGN FOR WINTER CLIMATE, ENERGY EFFICIENCY																														
9 HOUSING MIX (DEMOGRAPHIC CHARACTERISTICS, AGE GROUPS, HOUSING TYPES)																														
10 HOUSING TENURE (PRIVATE OWNERSHIP, CONDOMINIUM, RENTAL COOPERATIVE																														
11 INTERNAL CIRCULATION, PARKING, SAFETY																														
12 RELATIONSHIP AMONG HOUSING UNITS																														
13 DESIGN FOR FLOOD PROTECTION																														

LIST OF COMPETITORS BY SUBMISSION NUMBER

049 J.K. Steil
AFD/Steil Planning Limited

124 Anthony K. Eng Architect Ltd.

Anthony Eng
Croy Yee

138 John Alley, Team Leader
Randy Bell

145 Faur Development Consultants Ltd.
Keith Deller Architect & Planner

Robert B. Furukawa, Team Leader
Keith Deller, Architect
J. Greig Farstad, Engineer
John MacKenzie, Planner
Moducore Shelters Ltd.
Brian Baker, Landscape Architect
Raphael de Jesus, Graphic Illustrator
Mitch Nishimura, Technical Associate
Dennis Rovere, Technical Associate
Rodney Maruyama, Landscape Architect

192 Jack Long + The New Street Group

Jack Long, Team Leader
Leonard Novak, Landscape Architect
Rob Sieniuc
Burke Moriarty
Hartmuth Sonntag
Peter D. Chesson
Heather L. Zimmerman
Margot Long Krafve
Bob Pooley
Bozenna Wisniewska
Nick Finn, Barton Aschman Consultants

263 Keith Driver and Associates Ltd.
in conjunction with
Wyness Architect Ltd.

Keith Driver, Team Leader
William Wyness
Ina Podivinsky

298 Robert Kirby/William T. Perks and
The Urban and Regional Research Laboratory
Team Leaders:
Professor Robert Kirby, Architect and Urban Designer
Professor William T. Perks, Urbanist, Engineer and Planner

Principal Assistants:
David Harper, Student, Environmental Design - Architecture
Rick Chow, Student, Environmental Design - Architecture

Participants:
Walter Jamieson (Heritage Resources)
Douglas Gillmor (Architecture)
Dixon Thompson (Environmental Sciences)
Don D. Detomasi (Policy Formulation)

Planning, Technical and Graphics Assistants:
Hans Richter
Patricia Bond
Vince Athey
Elaine Royer
David Cunningham
Michael Stringham
Chris Hartman

315 SPARE Design Team

Elly de Jongh
John Wheatley, MRAIC

321 K.H. Macaulay, Landscape Planner

401 Gordon Mangold Hamilton Architects

David Hamilton
Roy T. Gordon
Timothy Lee

412 EDA Collaborative Inc.
CPM Planning Services Ltd.
Douglas J. Cardinal Architect Ltd.
Concerned Senior Citizen

EDA Collaborative Inc.:
Ron Tatasciore, Team Leader, landscape architect and urban designer
Ted Muller, Senior landscape architect
Don McIntyre, Junior landscape architect

CPM Planning Services Ltd.:
Jack Sklofsky, Community planner

Douglas J. Cardinal Architect Ltd.:
Jane Gehring, Project manager

415 Orlesky Carlyle Partnership and David Murray Architect

Team Leaders:
Keith Orlesky - Orlesky Carlyle Partnership
Doug Carlyle - Orlesky Carlyle Partnership
David Murray - David Murray Architect

Participants:
Pearl Schreiner - Orlesky Carlyle Partnership
Jim Wagner
Bruce Raber
Abby Paulson
Roina Raber
Terry McDougall - Stanley Engineering
Phillip Erube- Stanley Engineering

418 Marc Bois Architect Ltd.

Marc Bois, Architect and Team Leader
Deanna Ladouceur

451 Don Moar

Don Moar
Charmaine Moar

471 Derek Haight Architect Ltd.

Derek Haight, Architect
Yong Kim, Architect

529 MTB Consultants Ltd.

Project Director:
Donald Barron, C.S.L.A.; Principal, MTB Consultants Ltd.

Project Team:
Richard Nuxoll, Richard Nuxoll Consulting Services Ltd.
Beverly Tuchsen, B.L.A.
Yvonne Beaupre, L.A.T.

576 Larrie Taylor Architect Ltd.

Larrie R. Taylor, Team Leader
Steven Rivers
Linda Duncan
Seiji Sakumoto
Jan Pierzchajlo
Priscilla Taylor
John Krebes, Civil Engineer, Butler Krebes Assoc. Ltd.

584 Sunburst Landscape Associates Ltd.

Ricard Smith, Team Leader
Mark Smith, Team Leader
Glen Densham
Gary King
Yee Wun Wong
Russell Perry

615 Landcraft

Michael J. Reid

625 McKellar Architects

Kenneth V. Nasedkin, Team Leader
John Abel
David McVean
Donna Bird
Janice Mackett-Stout
Elizabeth Harder
James McKellar

649 R.A. Spencer Architect Ltd.
Bruce McFadden Architect Ltd.
John McMaster Design Ltd.

716 Douglas McConnell Architect Ltd. with
Brian Allsopp
Peter MacLellan Architect Ltd.
Dan Teramura
Evita McConnell Graphics

Principals:
Douglas McConnell
Brian Allsopp
Dan Teramura
Peter MacLellan

Project Assistants:
Eszter Simon-Berci
Peter Salvalaggio

Graphics:
Evita McConnell, Evita McConnell Graphics

827 Kelly Heldt, Team Leader
Keith Annett

917 Gordon Filewych and David Patsula

945 Douglas C. Penny

Douglas C. Penny, Team Leader
Geoff G. Allan

978 Tectonics Design Group Ltd.

Ervin Breitkreutz
A.D. Shuttleworth
Franz Boehm

APPENDIX VI

A REVIEW OF THE MAJOR AWARD WINNING SUBMISSIONS

A. Orlesky Carlyle Partnership and David Murray Architect

B. Robert Kirby/William T. Perks and the Urban and Regional Research Laboratory

C. McKellar Architects

D. Anthony E. Eng Architect Ltd.

E. Jack Long & the New Street Group

APPENDIX VI A

ORLESKY CARLYLE PARTNERSHIP AND DAVID MURRAY ARCHITECT SUBMISSION

The submission put forward by the Orlesky Carlyle Partnership and David Murray Architect won the following awards:

- First Prize - Development Concept: Rossdale and Cloverdale
- First Prize - Community Development/Implementation Strategy
- First Prize - Heritage Preservation
- First Prize - Urban Design of Public Spaces
- First Prize - Winter Cities Design Concept
- Award of Merit - Design and Built-Form of Housing - Medium Density
  (Total cash award: $16,000)

The key jury comments, organized according to the award categories won by this submission, are presented below:

Development Concept: Rossdale and Cloverdale

- the most comprehensive, thoughtful plan/process

- its strength lies both in the framework of streets and open spaces it so carefully defines in detail and in the process it outlines to ensure a good community emerges; if this were to happen, I (jury member) could imagine wanting to live in the new Rossdale or Cloverdale

- it reminded us that "A city is a network of streets that we need to traverse and use its different parts. Not all streets have, or can have, similar activities. By their very nature there must be quiet streets, lively streets, commercial streets, residential streets. A city will wither if we kill all life in her streets, if we take the joy out of using the streets, if we make them only transportation corridors to get somewhere." E. Zeidler, excerpt from "Creating a Livable Winter City" -quote provided by jury member

- this plan starts with the communities - it has met its responsibility to revive and secure the communities; it does not go too far (as some did) in suggesting city-wide intrusions

- urban design details and landscaping provide the glue which holds the communities together

- medium density and low density infill housing proposals fit in well with the overall development concept; Rossdale is infused with enough new housing to truly rejuvenate it; the location of densities is appropriate (particularly regarding West and North Rossdale)

- a wide variety of suitable medium density housing forms have been illustrated

- it suggests that 98 Avenue through Cloverdale should become more of a community street again, forcing drivers to slow down and respect the community; by slowing traffic down we are not paying a very high price, we create a stronger community and a more beautiful path to follow

- the approach to housing, which is similar to Vancouver (Fairview Slopes) is sound; the focus is on design guidelines, profile, usage

- this submission's strengths emerged in every aspect of the jury's evaluation - the overall development concept, housing, implementation, heritage, urban design and winter cities

Community Development/Implementation Strategy

- it clearly points the arrow in the right direction by recommending a development corporation; development corporations have worked very well in similar situations in other cities

- it describes specifically what should happen in terms of the approach to rejuvenation, land uses, services, facilities, the disposition of City-owned land, etc.

- sensible, well-thought-out phasing program: relatively inexpensive landscaping and improvements first, community facilities, major improvements later (the graphic illustration of phasing is very clever)

- has a strong anti-speculative approach; suggests people should not be allowed to buy and sell quickly

- the incremental process, breaking the area into smaller parcels, seems to be the right way to go

Heritage Preservation

- this proposal picks up the essence, the soul of the communities and indicates support for the ambience

- it provides a public street environment framework within which to integrate the heritage aspects; most importantly, this proposal preserves the context of the community

- the extension of the grid across the spaghetti (Cloverdale interchange) extends the history across the modern mess; this tree pattern expresses the continuity of the community; it is an extremely clever idea, inexpensive and it fits in with the bigger picture

- a low key approach as opposed to creating an Eco-Musee or "looting the landscape" of heritage buildings and using the river valley as a rest home for these old buildings

- has a good approach for integrating new and old housing; suggestions for the major historical structures and a heritage interpretive park are sound

Urban Design of Public Spaces

- it uses urban design extremely well to give the neighbourhoods a sense of place; neighbourhood streets have importance, dominance

- landscaping provides the unifying structure for the communities; has created strong axes by emphasizing key neighbourhood streets

- it creates quality spaces by the river; preserves the edges

- it applies sensitive urban design principles to the buildings as well as the natural environment, streetscape and open spaces

- it creates several gates and ceremonial entrances (flag poles, promenade on James MacDonald Bridge for example) to the communities and downtown

- it went beyond the boundaries of the communities and considered their context

- the urban design solutions are at a reasonable scale and can be implemented incrementally

Winter Cities Design Concept

- it accepts that we are a winter city and says let's be intelligent about it, but not deny it; suggests a low key, sensitive, human scale approach to the community (as opposed to large indoor megastructures for people to escape the cold)

- it deals with the community as a whole - it creates beauty in the community streets through landscaping and urban design so people will want to go outdoors in the winter

- it introduces colour, quality lighting and coniferous trees to the streetscape, making it a people place

1985
RIVER VALLEY
COMMUNITY
DESIGN
COMPETITION

INTRODUCTION

1 of 7

415

OBJECTIVES

CREATING SPECIAL RESIDENTIAL NEIGHBOURHOODS WHICH OFFER MUCH NEEDED INNER CITY HOUSING ALTERNATIVES ESPECIALLY TO FAMILIES

ENSURING THE LONG TERM SURVIVAL OF BOTH THE VALLEY ECOSYSTEMS AND THE SPECIAL VALLEY QUALITIES REALIZING THE POTENTIAL OF A DOWNTOWN WATERFRONT

CREATING DIVERSITY, COMBINING FUNCTIONS AND THE WORK, LIVES OF REASONS FOR LIVES OF PEOPLE TO CREATE AND USE PUBLIC PLACES

MAINTAINING THESE COMMUNITIES AND THE LIFE OF THE CITY WITHOUT COMPROMISE THEIR INHERENT ALMOST RURAL NATURE

RECOVERY THE ACCESSIBILITY AND ENJOYMENT OF THE NATURAL CITY RESOURCES WHICH AS BOTH A LOCAL AND REGIONAL FACILITY

ASSETS

A UNIQUE AND DRAMATIC SETTING IN THE HIGH BANKS OF DOWNTOWN RIVER VALLEY, CONTRASTED AGAINST THE PROXIMITY OF THE TOWERS OF DOWNTOWN

A STRONG SENSE OF COMMUNITY, A LEGACY OF THE TWO MAJOR STRUGGLES FOR SURVIVAL AND THEIR RICH, DIVERSE MIXTURE OF THE PEOPLE OF DOWNTOWN

PROXIMITY TO DOWNTOWN AND THE EMPLOYMENT, SERVICES AND ENTERTAINMENT IT OFFERS

A RELATIVELY ACCESSIBLE COMMERCIAL CORE AND CONCENTRATION OF DEVELOPMENT WITH HISTORIC BUILDINGS AND MANY TREE LINED STREETS

LARGE AREAS OF UNDEVELOPED, UNDERDEVELOPED LAND

A SENSE OF SPACIOUSNESS OR REMOVAL FROM THE HUSTLE AND HECTICNESS

CONSTRAINTS

DISRUPTIVE, REGIONAL TRANSPORTATION NETWORKS CUTTING THEM FLOODING

BAD, PEDESTRIAN AGGRESSIVE DOWNTOWN AND NEIGHBOURHOOD

IMPACTS FROM REGIONAL RECREATIONAL, CULTURAL AND SERVICE FACILITIES CROWDS, NOISE, TRAFFIC

REGIONAL PHYSICAL AND COMMUNITY SEVERANCE

A DEPRESSED AREA DOMINANCE OF STREET, EXPRESSWAY LANES AND DOWNTOWN FACILITIES NEGLECTED SINCE THE EXPRESSWAY WAS BUILT

APPROACH

AN APPROACH TO SHAPE WITH A NUMBER OF SIMPLE PRINCIPLES EACH OF WHICH WAS CONDUCIVE TO MAKING THE VALLEY DEVELOPMENT PRACTICAL, AFFORDABLE AND ATTRACTIVE

THINKING SMALL SCALE

THINKING BEHIND THE INTRODUCTION OF THE PERSONAL ENVIRONMENT CLOSE AT HAND TO OPEN SMALL SCALE NEEDS ARE SACRIFICED TO THE EXPENSE OF PROVIDING LARGE SCALE FACILITY AND AMENITY

PROVIDE THE PROJECT AND MAKE SMALL PARCELS SO AS MANY DEVELOPERS AND ARCHITECTS AS POSSIBLE CAN CONTRIBUTE

SMALLER PARCELS ALLOW EASIER, FLEXIBLE

SMALL INCREMENTAL PIECES FOSTER, COMPLEXITY, THE KEY TO URBANITY

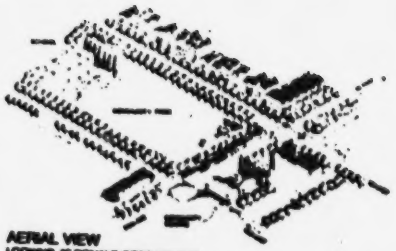
USING WHAT EXISTS

THE EXISTING STREET GRID AND PATTERN

MATURE TREE PLANTING

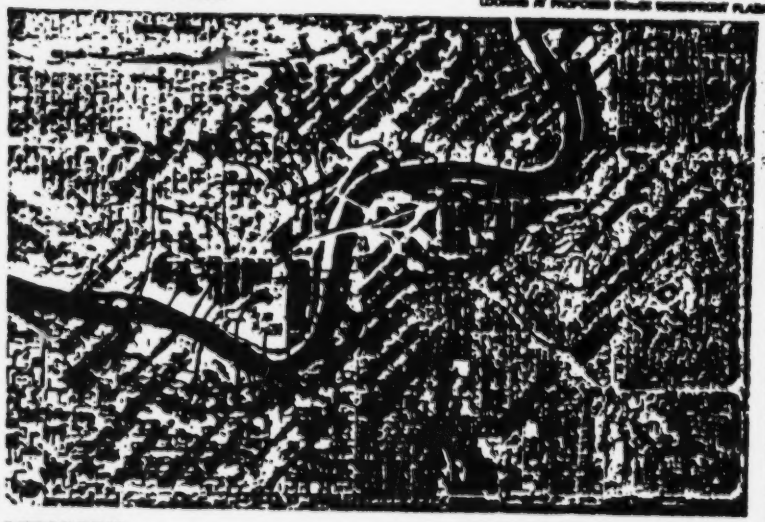
EXISTING HOUSING AND PUBLIC BUILDINGS AND THEIR DESIGN WHEREVER POSSIBLE

WHERE SITE LINES, THE DOWNTOWN SKYLINE, AND HOUSING IN THE THREE HISTORIC BALLPARK AND OTHER SPACES



AERIAL VIEW
LOOKING AT DONALD ROSS SCHOOL

AERIAL VIEW
LOOKING AT PROPOSED RIVER WATERFRONT PLAZA



INTEGRATING

BOTH NEW AND EXISTING BUILDINGS AND TRAVELS AND SELF REGULATING PROCESS.

HERITAGE BUILDINGS AND THE CHARACTERISTIC PATTERN OF DOWNTOWN HAVE BEEN RECOGNIZED BY ALLOWING PLANNING THAT MAKE INTELLIGENT POSSIBLE AND BY RELAXING CURRENT LAND REQUIREMENTS FOR ALTERATIONS RESIDENTIAL ZONES SO THAT THEY BECOME PROTECTED THE CITY'S COMMITMENT TO MAINTAIN THESE AREAS AND VARIOUS RESIDENTIAL COMMUNITIES MAY WELL REQUIRE CONCESSIONS IN THE REGIONAL TRANSPORTATION NETWORK PROPOSALS THROUGH THEM

THE MAJOR, VALUED, CIVIC FACILITIES AND CULTURAL FACILITIES AS MENTIONED REMAINS, NOT LANDLOCKED

STREETS TO CREATE PLACES

STREETS ARE THE PLACES WHERE MY EXPERIENCE, PERCEIVE AND ENTERS THE FEATURES OF THE LIFE OF THE CITY WITH OUT MAJOR PEDESTRIAN STREETS CITY LIFE TENDING AND VEHICLES ELIMINATE

CONTEXT

ROSSDALE

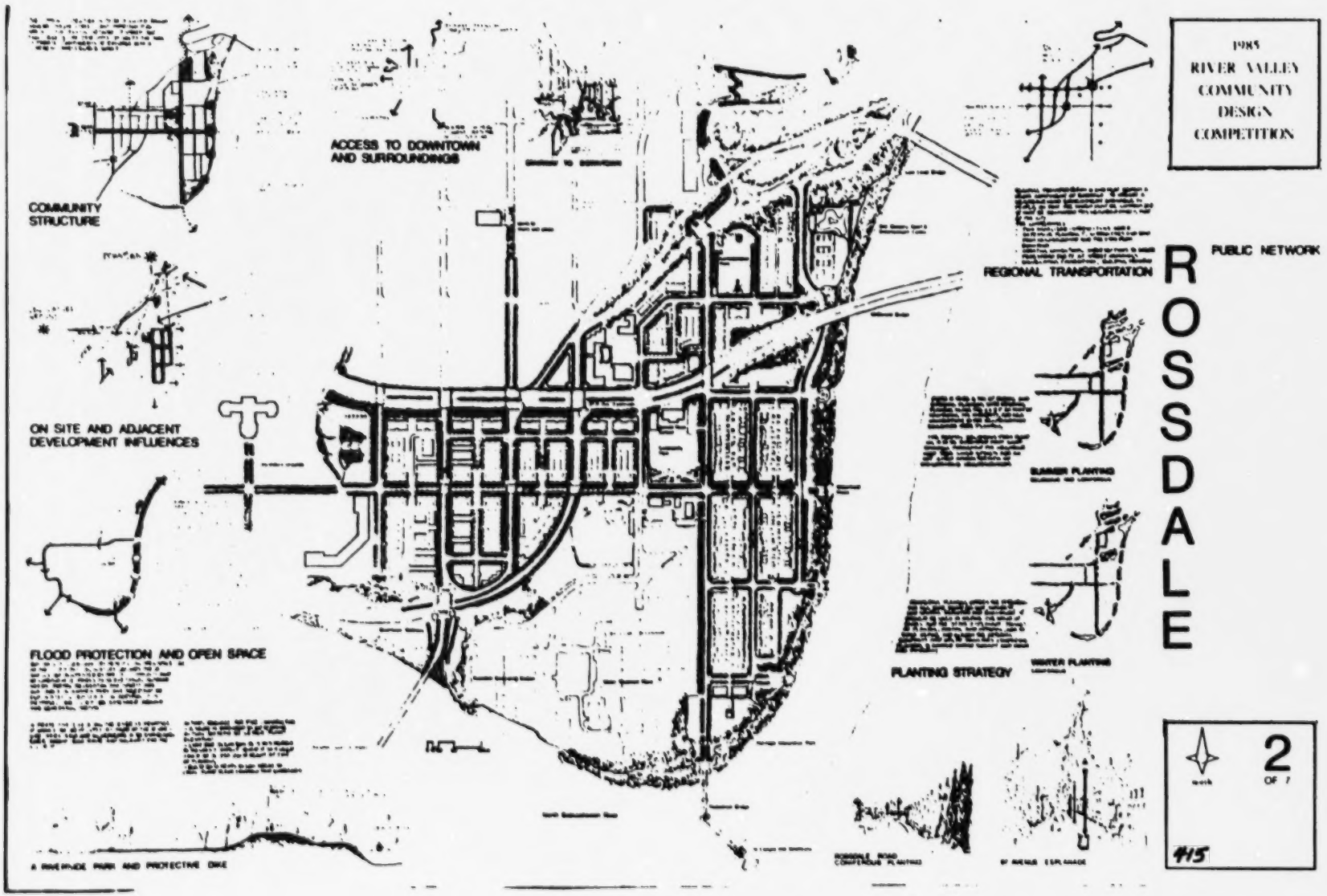
CLOVERDALE

ESTABLISHING DESIGN GUIDELINES

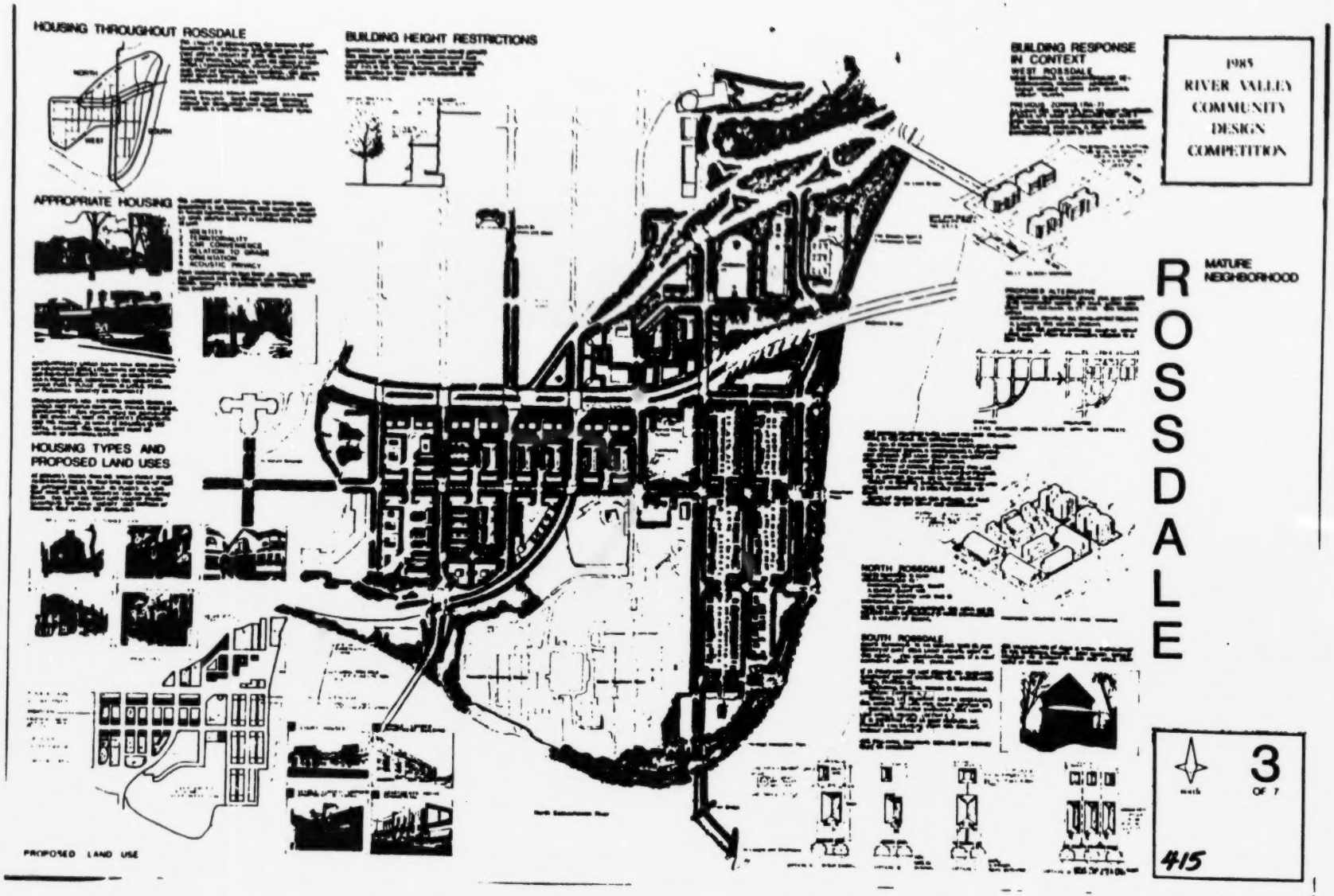
THE PURPOSE OF THESE CONTROLS WHICH INFLUENCE BULK, SCALE AND MATERIALS, AND WHICH DIRECTLY REGULATE IF THE PUBLIC NETWORK, IS CHOSEN TO BE SIMPLE, CLEAR AND COOPERATIVE WITHOUT CHANGE AND REGULATION. IN CONCERT WITH AN URBAN DESIGN PLAN THEY WILL CREATE A CLEAR, PHYSICAL EXPRESSION OF COMMUNITY HOPES AND PERCEPTIONS, ESTABLISH THE CHARACTERIZATION OF A CONSCIOUS PLACE OF THE CITY OF THE FUTURE.

ORLESKY CARLYLE PARTNERSHIP AND DAVID MURRAY ARCHITECT

PANEL 1

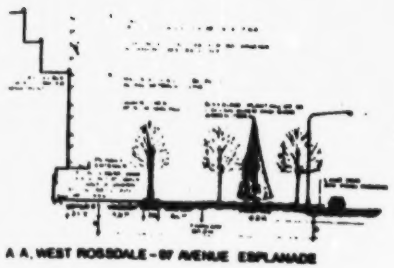


ORLESKY CARLYLE PARTNERSHIP AND DAVID MURRAY ARCHITECT
PANEL 2

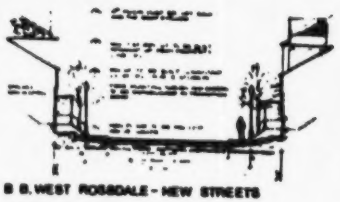


ORLESKY CARLYLE PARTNERSHIP AND DAVID MURRAY ARCHITECT

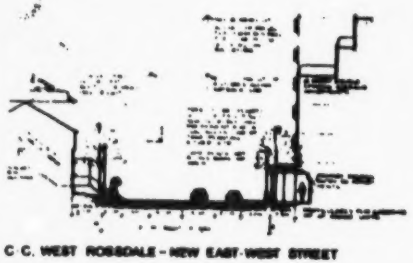
PANEL 3



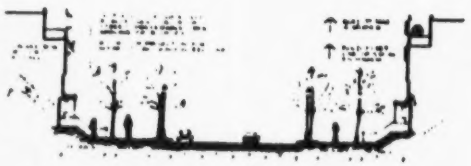
A A. WEST ROSSDALE - 97 AVENUE ESPLANADE



B B. WEST ROSSDALE - NEW STREETS

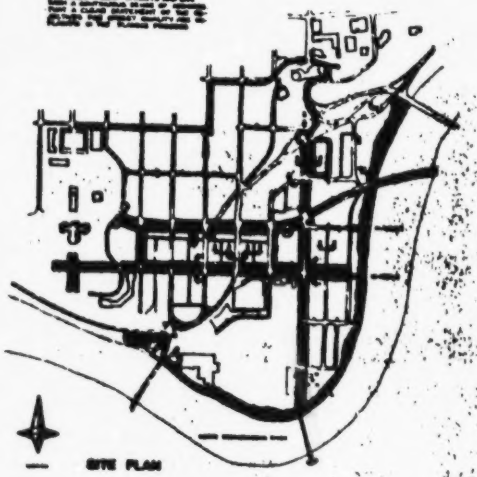


C C. WEST ROSSDALE - NEW EAST-WEST STREET



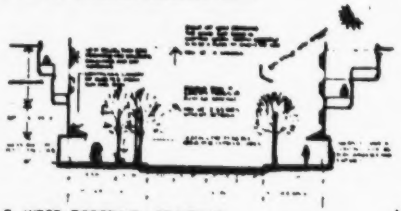
D D WEST ROSSDALE - 104 ST. 105 ST. ROSSDALE ROAD

URBAN DESIGN GUIDELINE OBJECTIVES



SITE PLAN

96 AVENUE BUILDING SIDEWALK EDGE



E E. WEST ROSSDALE - 96 AVENUE

F-F. NORTH ROSSDALE - NEW STREET

G-G. NORTH ROSSDALE - 101 STREET

H-H. SOUTH ROSSDALE - 100A STREET

I-I. SOUTH ROSSDALE - 96 AVENUE

1985
RIVER VALLEY
COMMUNITY
DESIGN
COMPETITION

URBAN DESIGN GUIDELINES

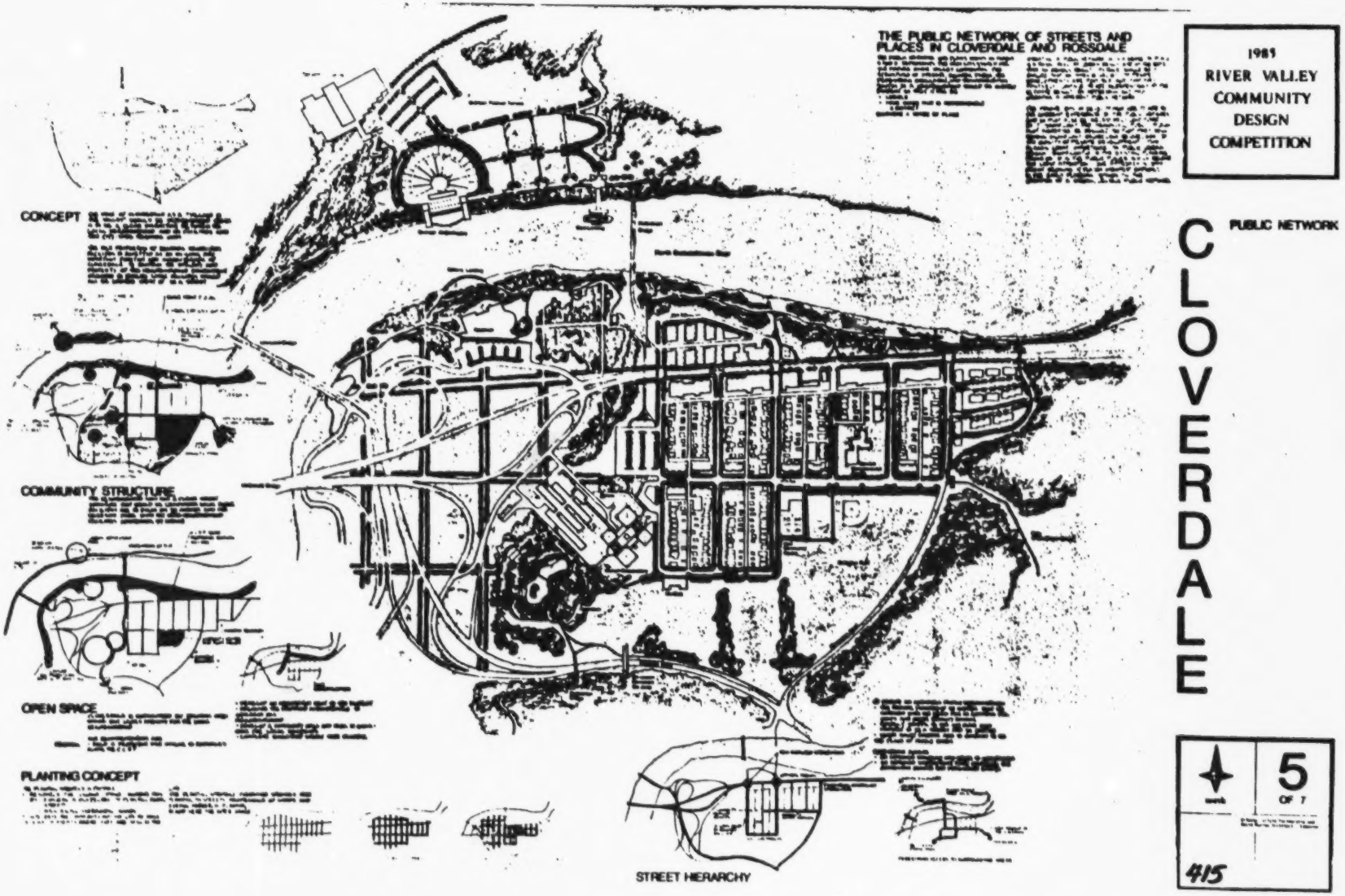
ROSSDALE

4 OF 7

415

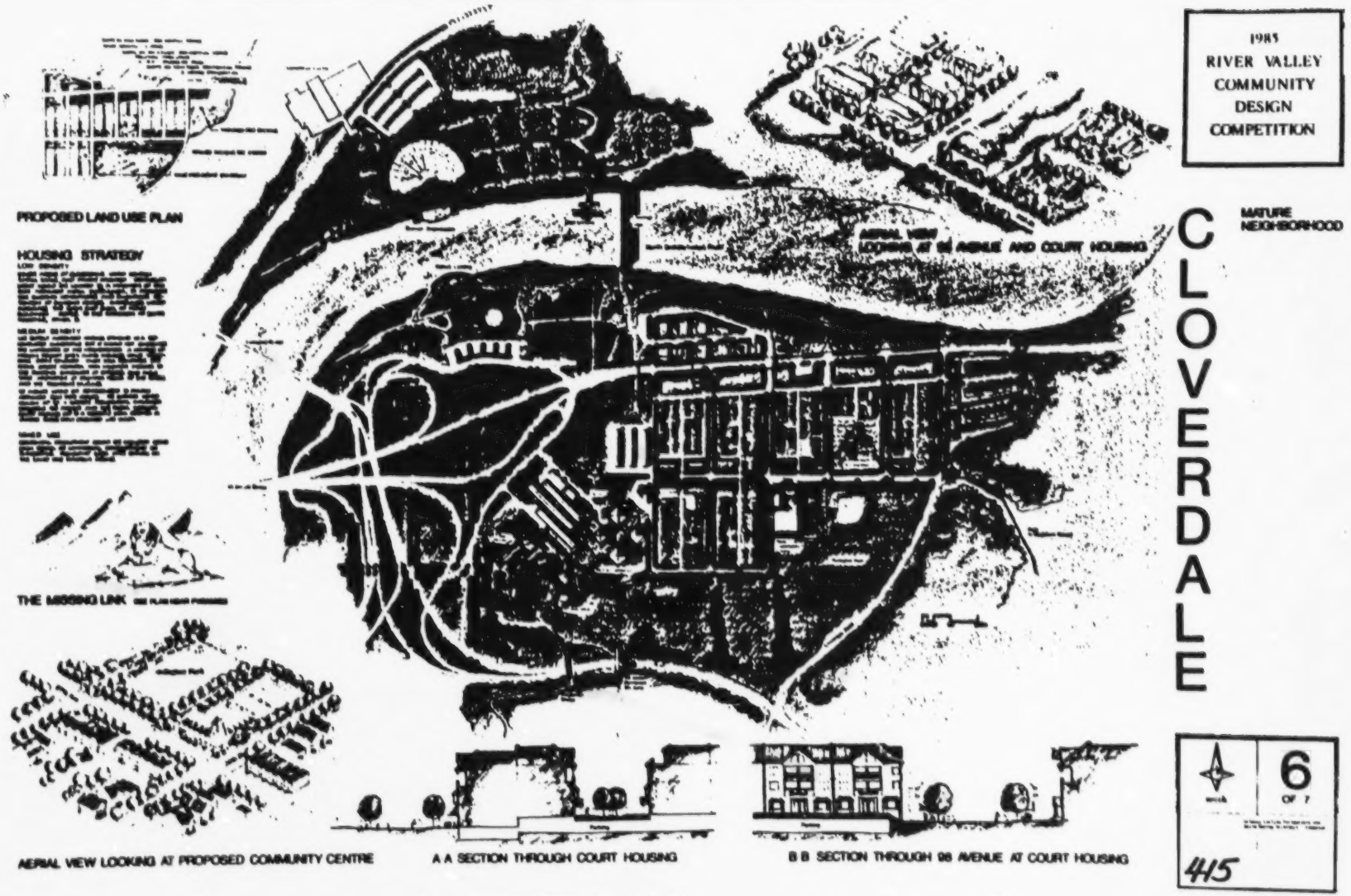
ORLESKY CARLYLE PARTNERSHIP AND DAVID MURRAY ARCHITECT

PANEL 4



ORLESKY CARLYLE PARTNERSHIP AND DAVID MURRAY ARCHITECT

PANEL 5



ORLESKY CARLYLE PARTNERSHIP AND DAVID MURRAY ARCHITECT

PANEL 6

IMPLEMENTATION

RIVER VALLEY DEVELOPMENT AUTHORITY

FUNDING

CHRONOLOGY

PRIORITY ONE

PRIORITY TWO

WINTER CITY

1985
RIVER VALLEY
COMMUNITY
DESIGN
COMPETITION

SUMMARY

7 OF 7

415

ORLESKY CARLYLE PARTNERSHIP AND DAVID MURRAY ARCHITECT

PANEL 7

APPENDIX VI B

ROBERT KIRBY/WILLIAM T. PERKS AND THE URBAN AND REGIONAL RESEARCH LABORATORY SUBMISSION

The submission put forward by Robert Kirby/William T. Perks and the Urban and Regional Research Laboratory won the following awards:

- Second Prize - Development Concept: Rossdale and Cloverdale
- Second Prize - Urban Design of Public Spaces
- Award of Merit - Design and Built-Form of Housing - Medium Density
- Award of Merit - Heritage Preservation
- Award of Merit - Winter Cities Design Concept
  (Cash award: $5,000)

The key jury comments on this submission are presented below:

- the most exuberant of all entries, the richest in special features

- it has a lot of spirit and imagination, it goes into detail and tells us clearly what it is proposing; however, it is sometimes too brave in its solutions and in the final analysis was less plausible to implement

- very strong urban design fabric which is consistent with the formality of a capital city; through urban design they tie the communities together with the downtown and the legislative grounds

- very bold proposal for consolidating lands and redesigning the transportation system in West Cloverdale; while the exact proposal may not be possible, a modification may be quite feasible

- gondola system clearly defined, tied in well to public facilities - a good scale; may be feasible

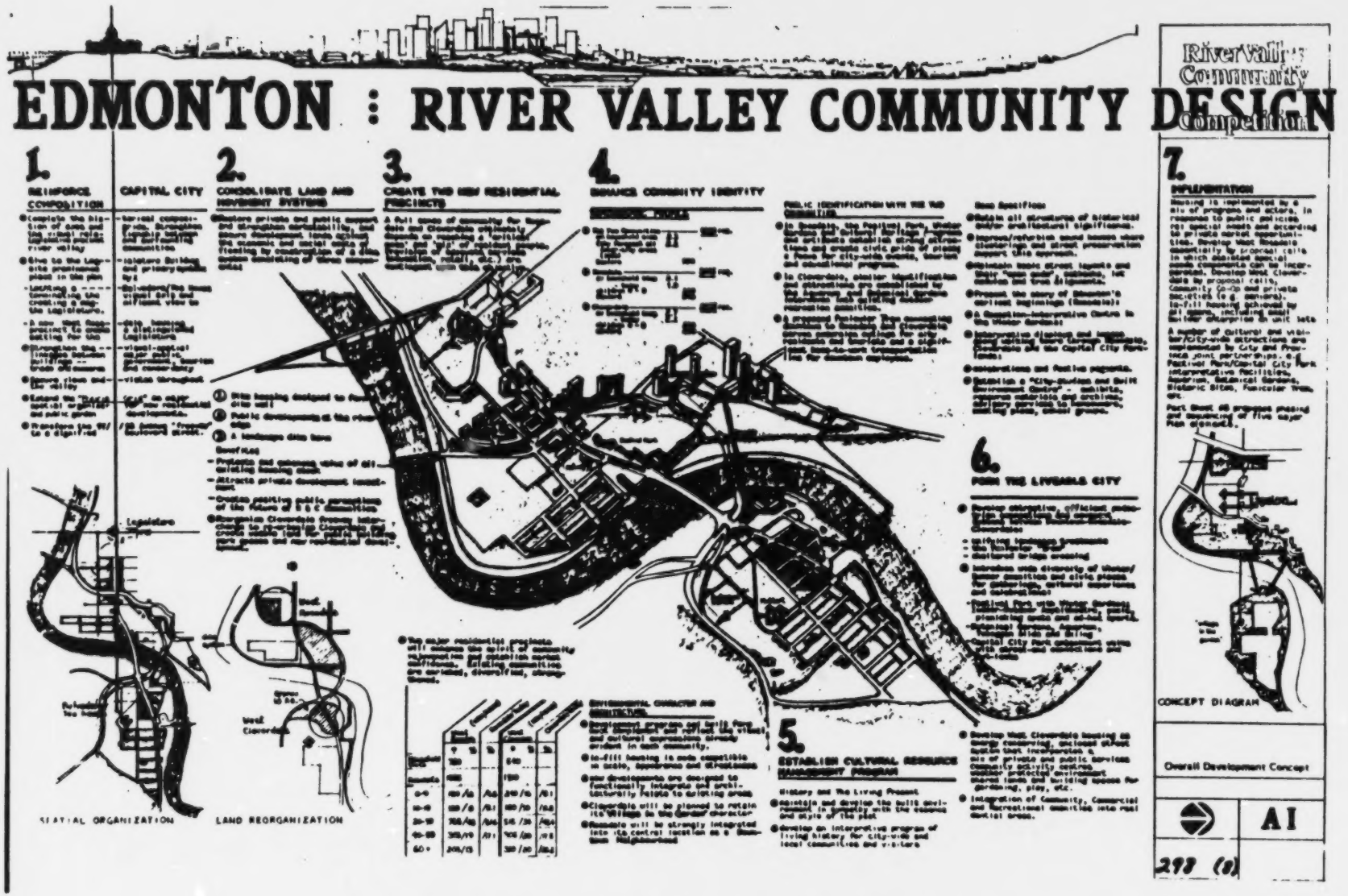
- strong in heritage preservation; integrates heritage into the overall approach; advocates a heritage interpretation program, sensitive infill, movement of some houses from North to South Rossdale; overall layout preserves the small community feeling

- housing in West Rossdale is sensitive to the transportation system, the topography and associated features; the formality of housing style is

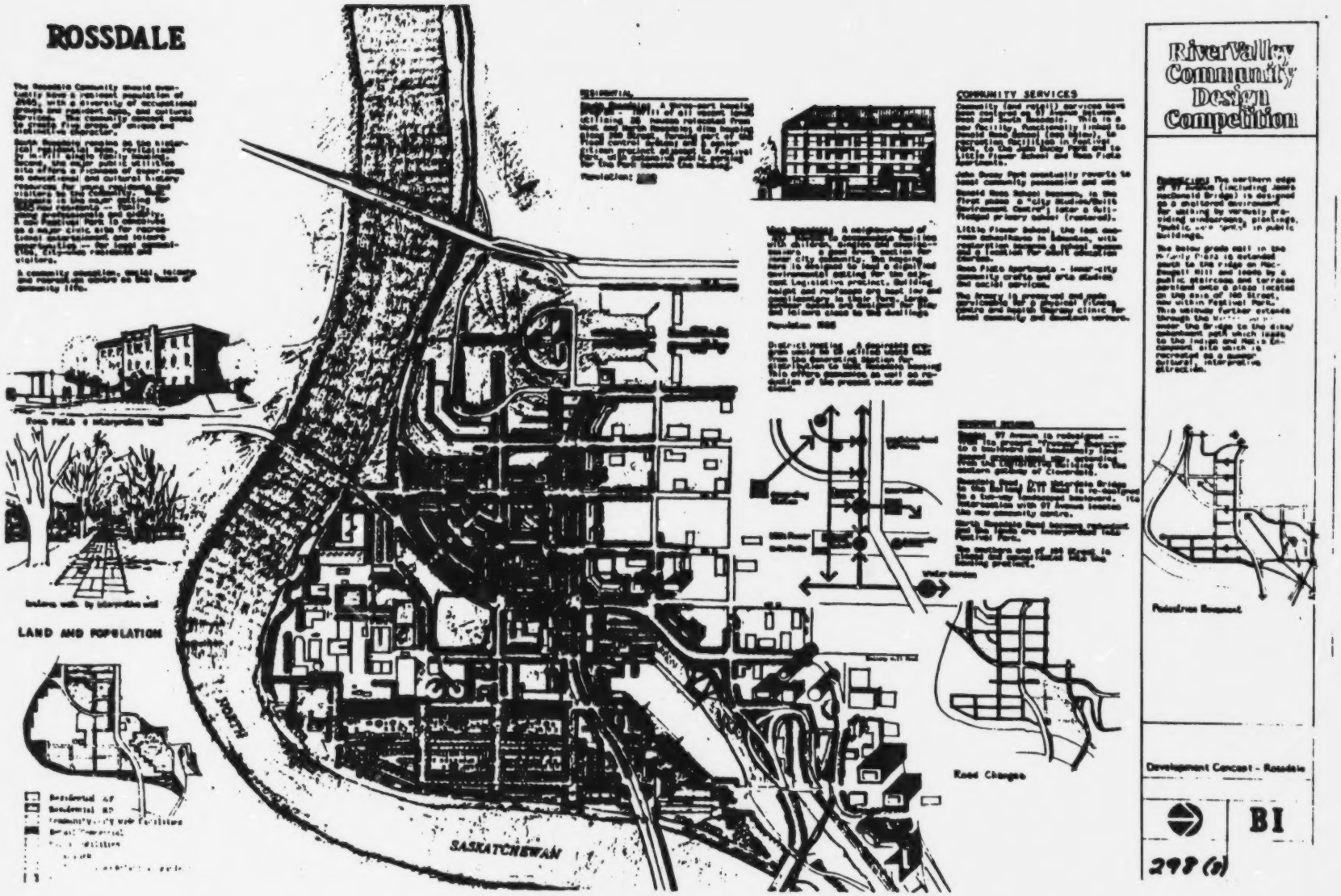
appropriate if this formality is appropriate anywhere in Alberta; it is in the legislative precinct of the Capital City

- imaginative treatment of the Muttart Conservatory area, tying in an arboretum and creating a new indoor space

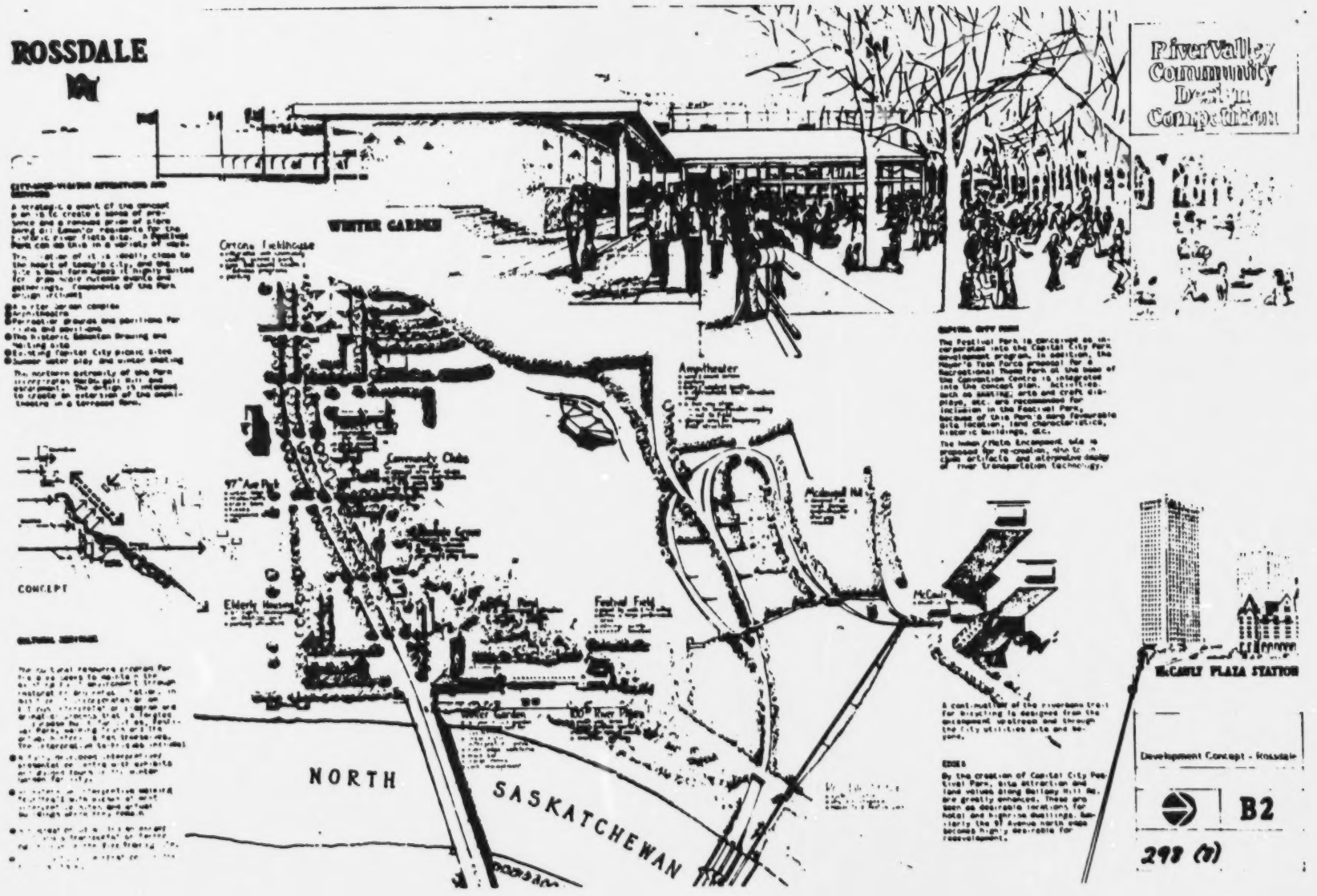
- very thorough, thoughtful implementation approach; many good details and ideas



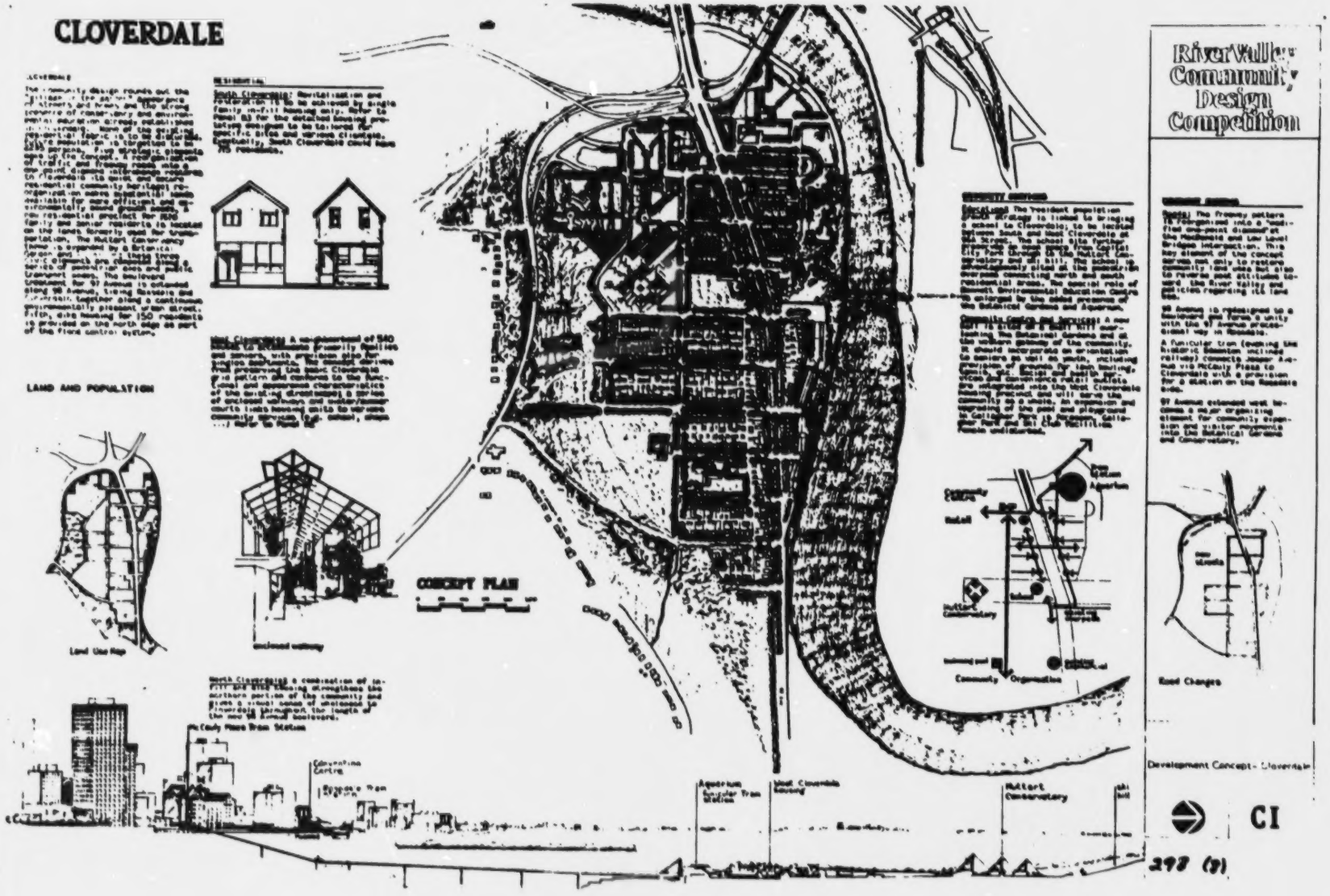
ROBERT KIRBY/WILLIAMS T. PERKS AND THE URBAN AND REGIONAL RESEARCH LABORATORY
PANEL 1



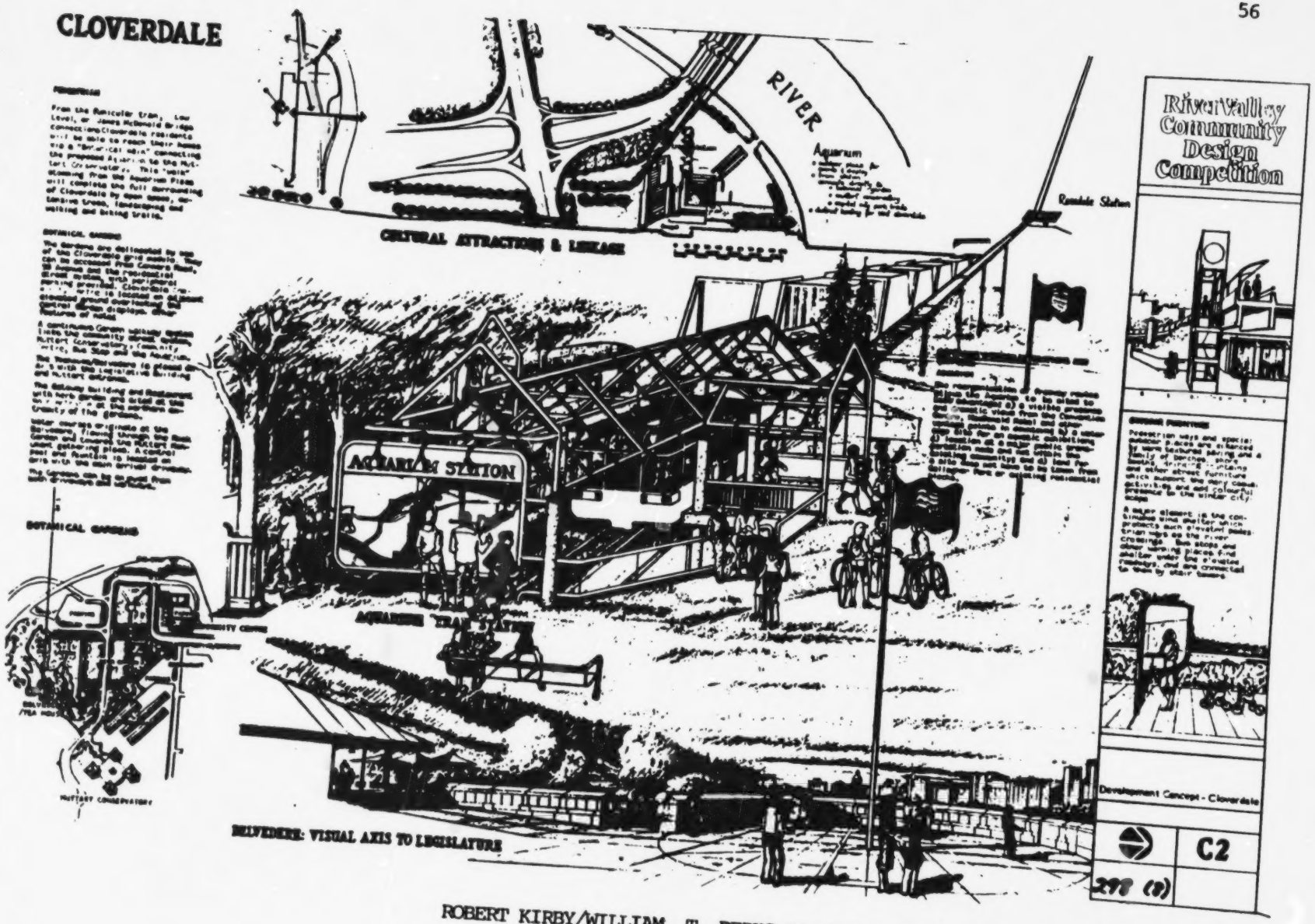
ROBERT KIRBY/WILLIAM T. PERKS AND THE URBAN AND REGIONAL RESEARCH LABORATORY
PANEL 2



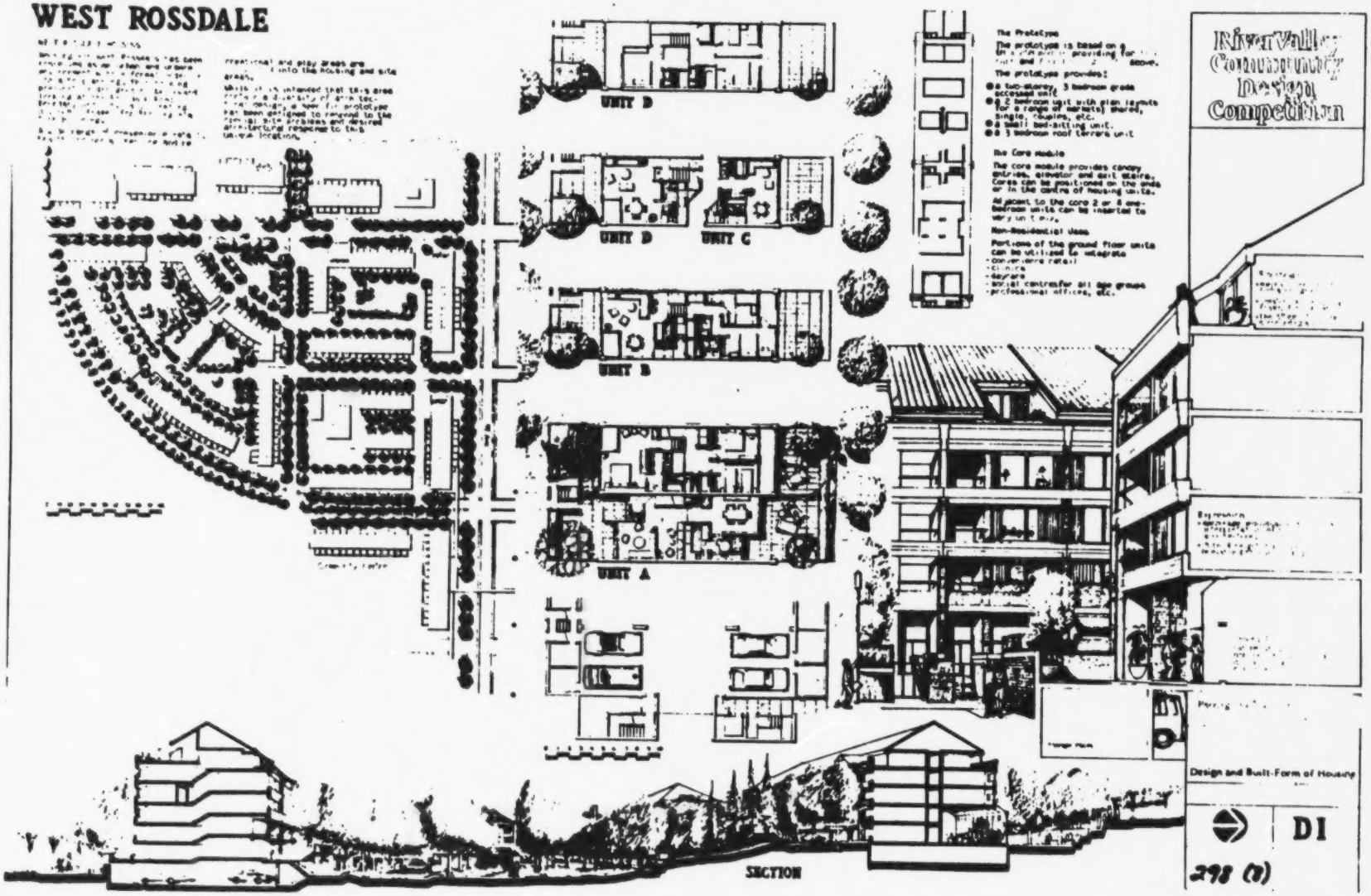
ROBERT KIRBY/WILLIAM T. PERKS AND THE URBAN AND REGIONAL RESEARCH LABORATORY
PANEL 3



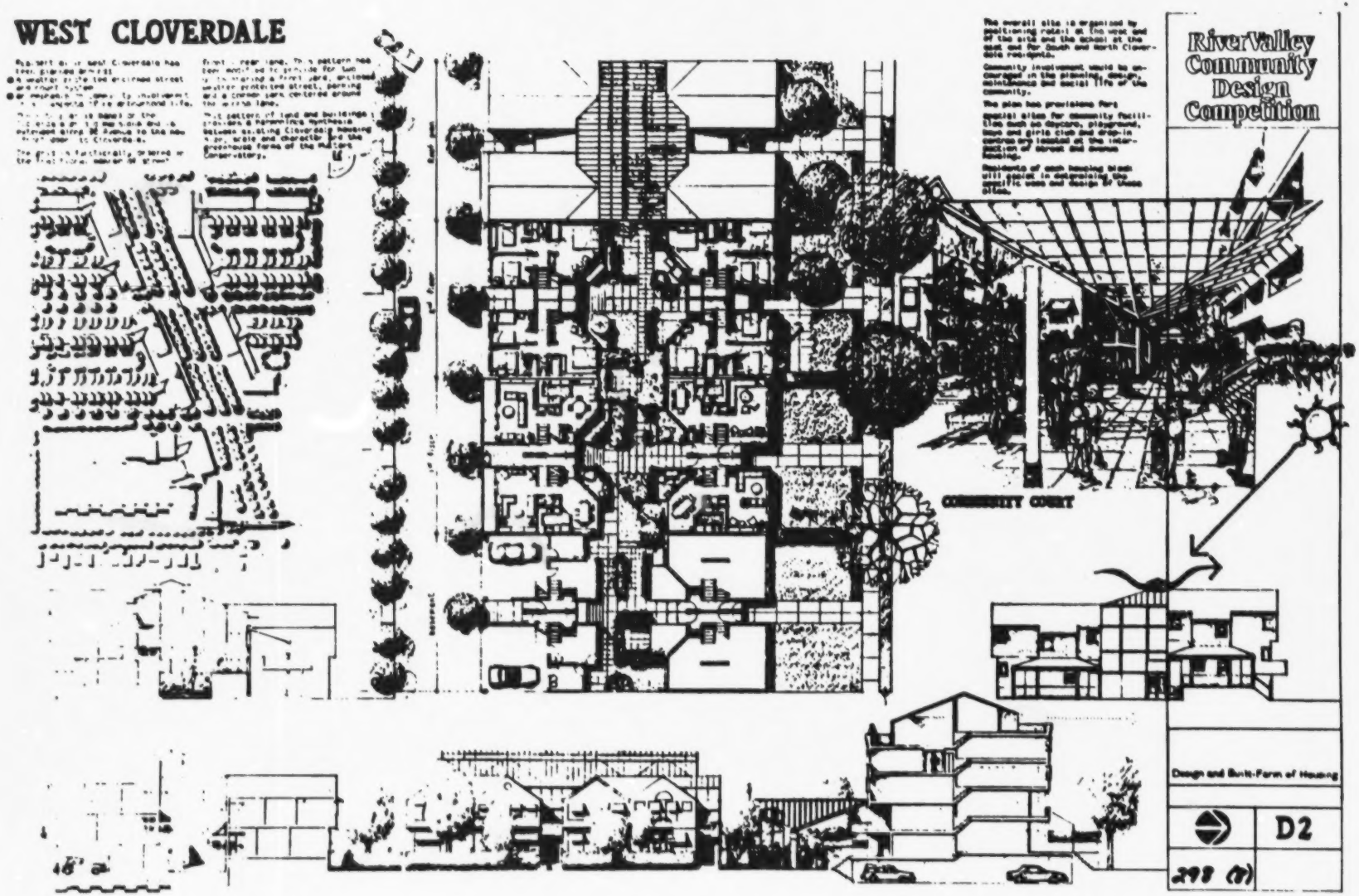
ROBERT KIRBY/WILLIAM T. PERKS AND THE URBAN AND REGIONAL RESEARCH LABORATORY
PANEL 4



ROBERT KIRBY/WILLIAM T. PERKS AND THE URBAN AND REGIONAL RESEARCH LABORATORY
PANEL 5

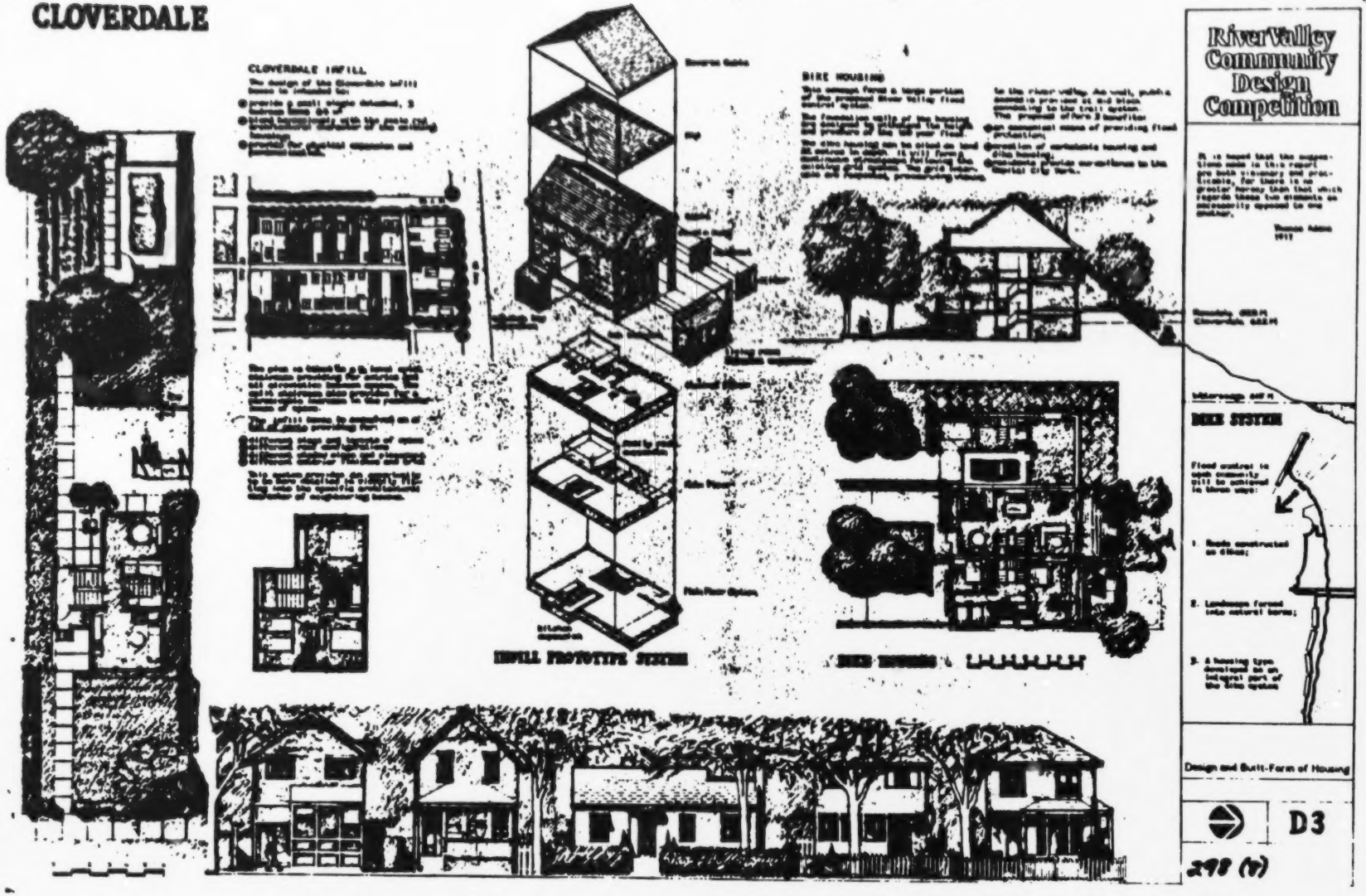


ROBERT KIRBY/WILLIAM T. PERKS AND THE URBAN AND REGIONAL RESEARCH LABORATORY
PANEL 6



ROBERT KIRBY/WILLIAM T. PERKS AND THE URBAN AND REGIONAL RESEARCH LABORATORY
PANEL 7

CLOVERDALE



ROBERT KIRBY/WILLIAM T. PERKS AND THE URBAN AND REGIONAL RESEARCH LABORATORY

PANEL 8

APPENDIX VI C

MCKELLAR ARCHITECTS SUBMISSION

The submission put forward by McKellar Architects won the following awards:

- First Prize - Design and Built-Form of Housing - Infill Low Density
- Award of Merit - Design and Built-Form of Housing - Medium Density
  (Cash award: $5,000)

The key jury comments on this submission are presented below:

- individual units are well planned and designed; housing is practical, realistic in size and price

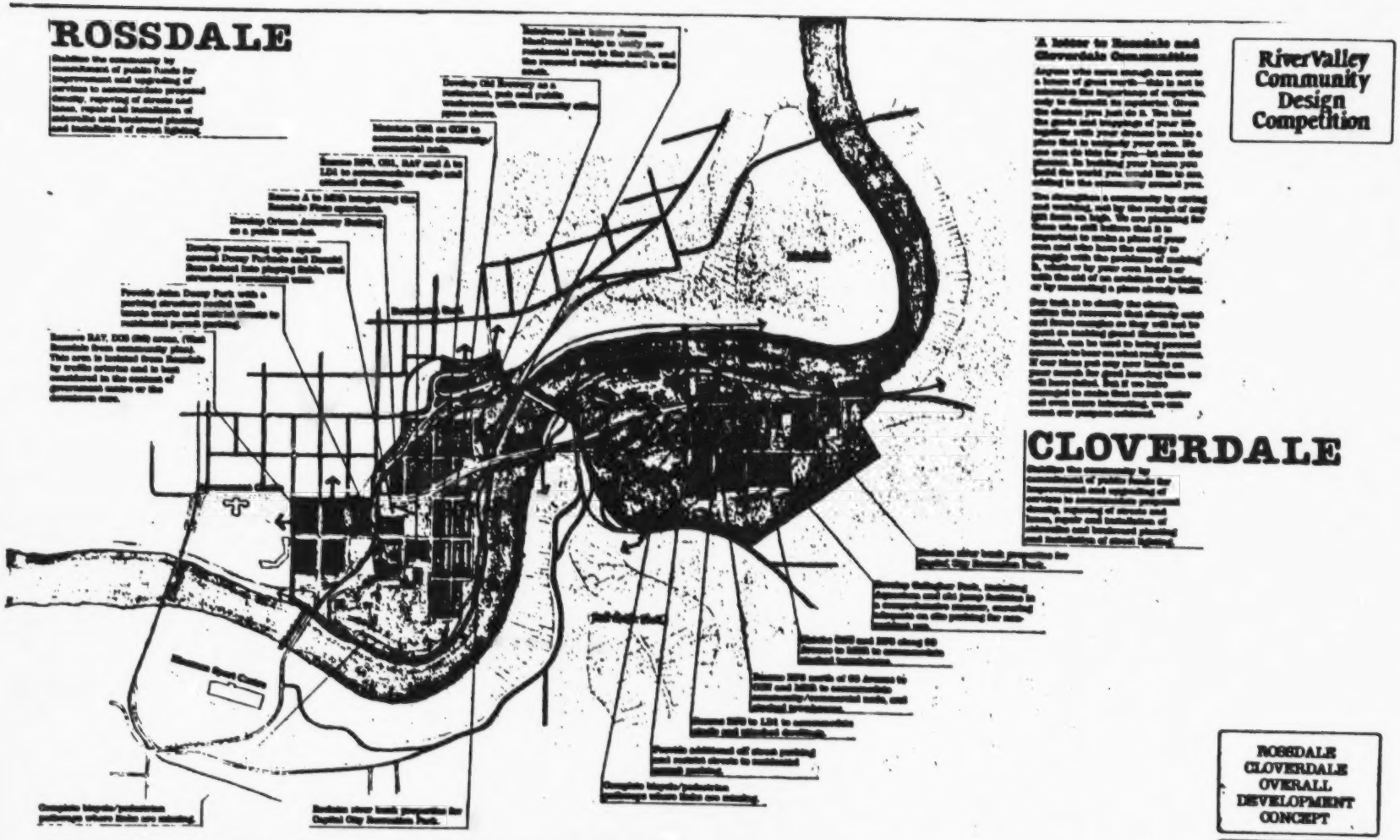
- three simple examples suggest a rich variety and range of housing possibilities

- imaginative but sensitive styles, design and use of colour

- low key, realistic approach to implementation; minimum requirements are proposed to ensure new housing is compatible, but flexibility is suggested to encourage variety and imagination

- achieves reasonable densities on small lots through the twin-home proposal; a good architectural solution to corner lot housing

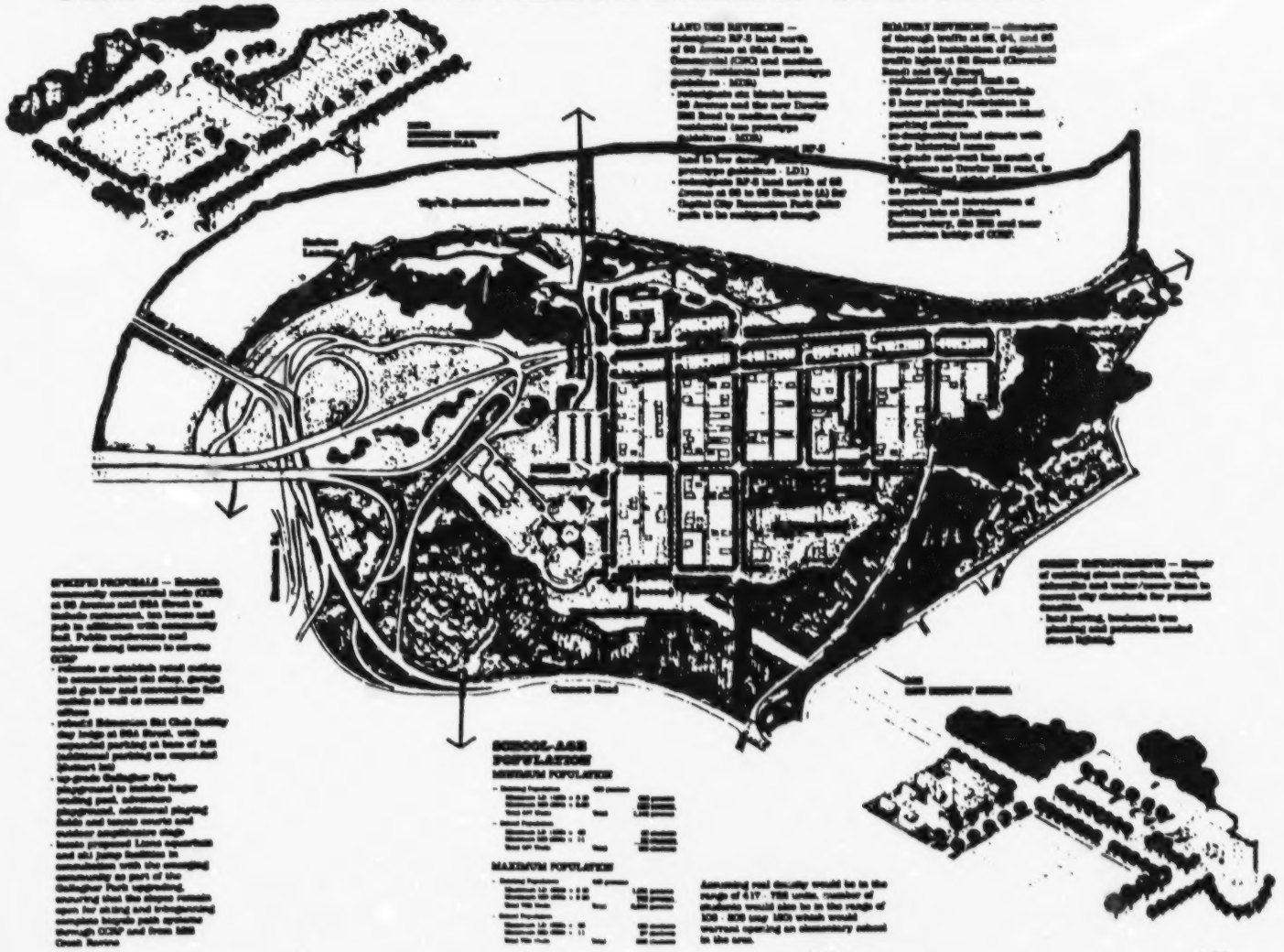
- careful treatment of relationship between units in terms of scale, placement of windows, entrances, etc.



NATURAL RENEWAL
A concept for minimal intervention

MCKELLAR ARCHITECTS
PANEL 1

CLOVERDALE DEVELOPMENT CONCEPT



RiverValley Community Design Competition

CLOVERDALE—DEVELOPMENT CONCEPT

The City of Edmonton can re-establish Riverdale and Cloverdale as inner city residential neighbourhoods by reserving the existing residents confidence in the future of their community and demonstrating through neighbourhood improvements and construction of building prototypes a municipal commitment to these river valley precincts.

CLOVERDALE DEVELOPMENT CONCEPT

C-1

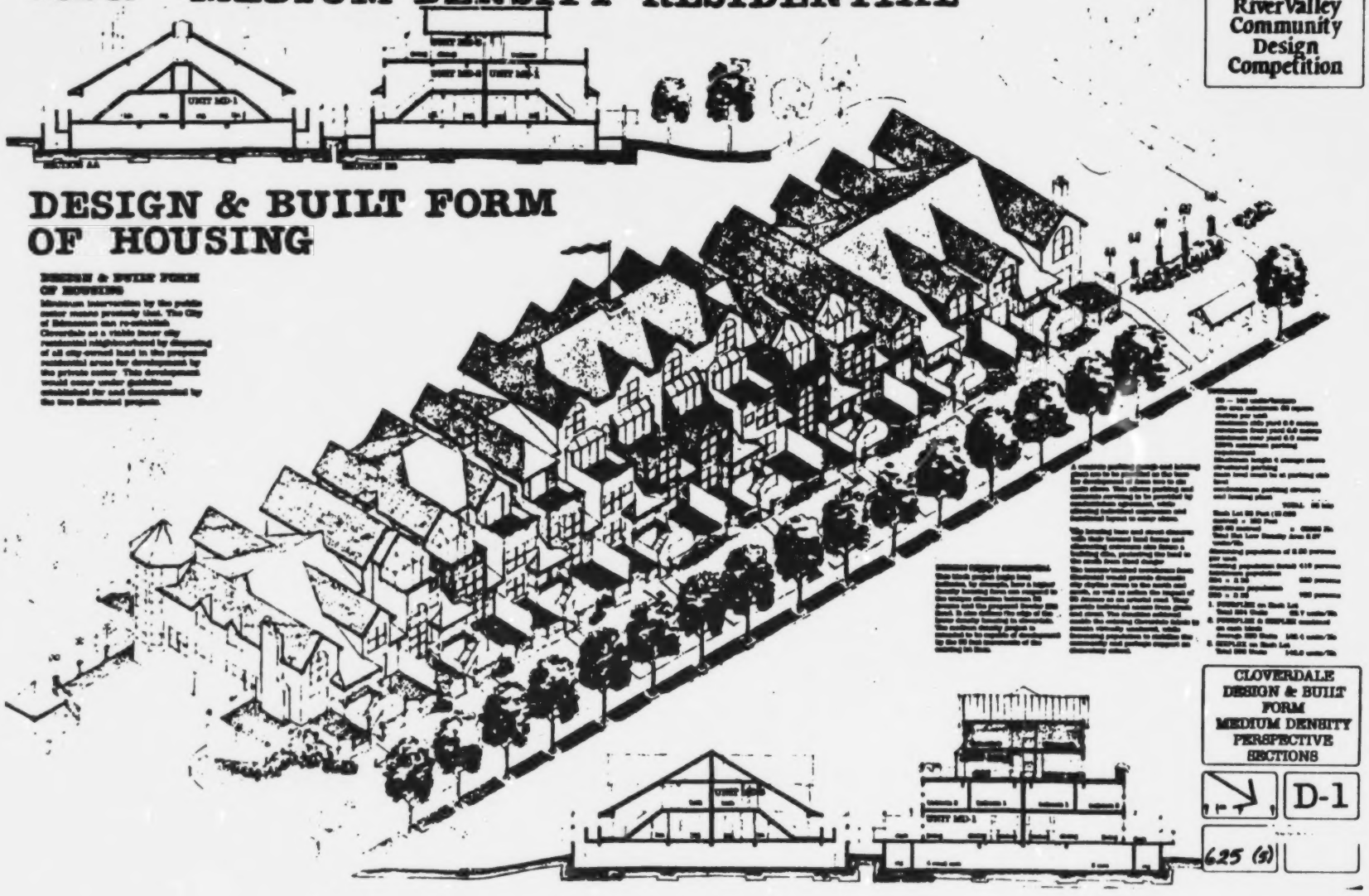
625 (8)

MCKELLAR ARCHITECTS
PANEL 2

MDR MEDIUM DENSITY RESIDENTIAL

RiverValley Community Design Competition

DESIGN & BUILT FORM OF HOUSING

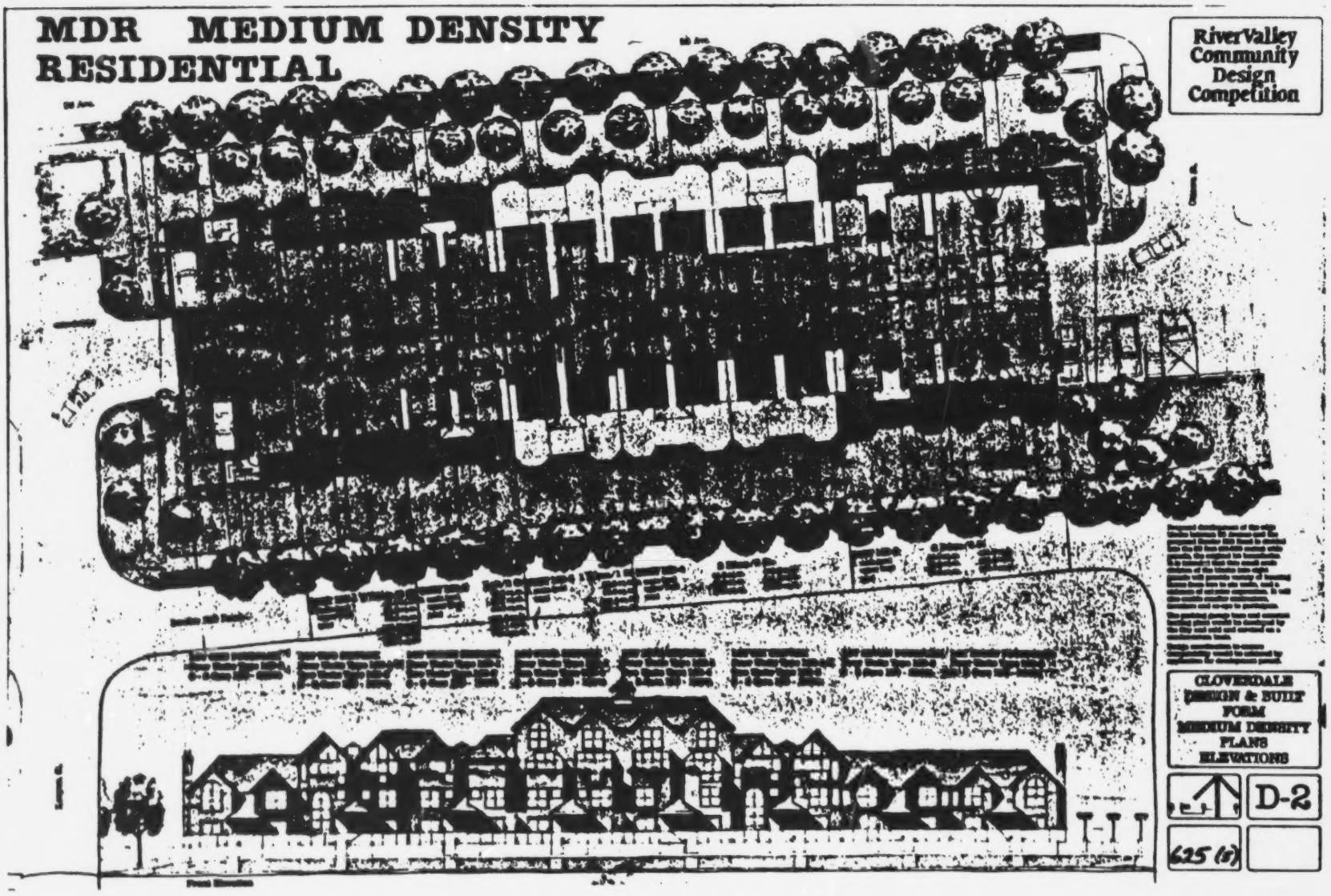


CLOVERDALE DESIGN & BUILT FORM MEDIUM DENSITY PERSPECTIVE SECTIONS

D-1

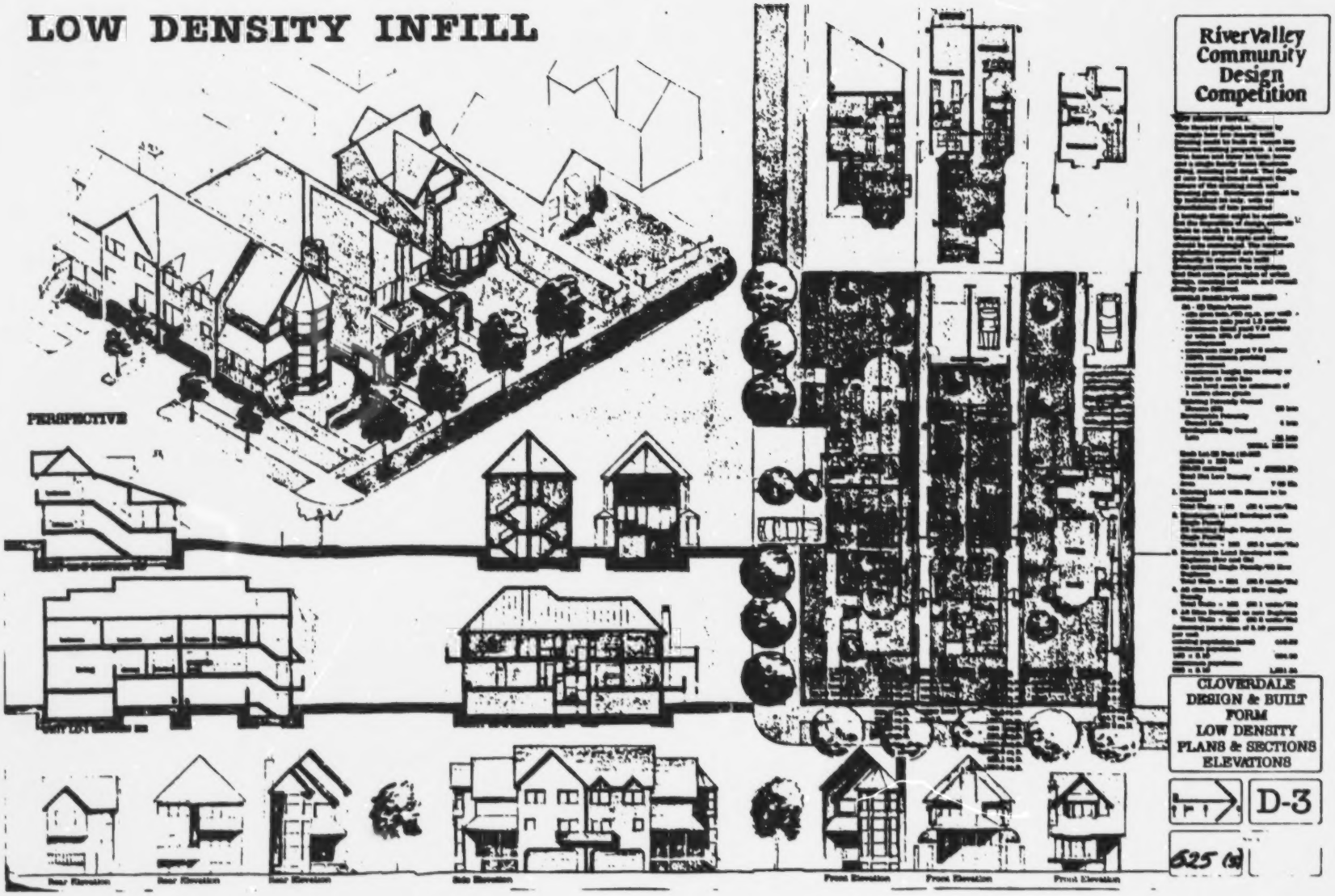
625 (5)

MCKELLAR ARCHITECTS
PANEL 3



MCKELLAR ARCHITECTS
PANEL 4

LOW DENSITY INFILL



River Valley Community Design Competition

CLOVERDALE DESIGN & BUILT FORM LOW DENSITY PLANS & SECTIONS ELEVATIONS

D-3

625 (5)

MCKELLAR ARCHITECTS
PANEL 5

APPENDIX VI D

ANTHONY K. ENG ARCHITECT LTD. SUBMISSION

The submission put forward by Anthony K. Eng Architect Ltd. won the following awards:

- First Prize - Design and Built-Form of Housing - Medium Density
- Second Prize - Design and Built-Form of Housing - Infill Low Density (Cash award: $5,000)

The key jury comments on this submission are presented below:

- most successful submission in introducing new kinds of housing/lifestyle choices to the communities; very meticulous examination of tenure and market information

- posed the possibility of encouraging the work at home option, ensuring that there is one community in the city where this kind of mixed use is encouraged

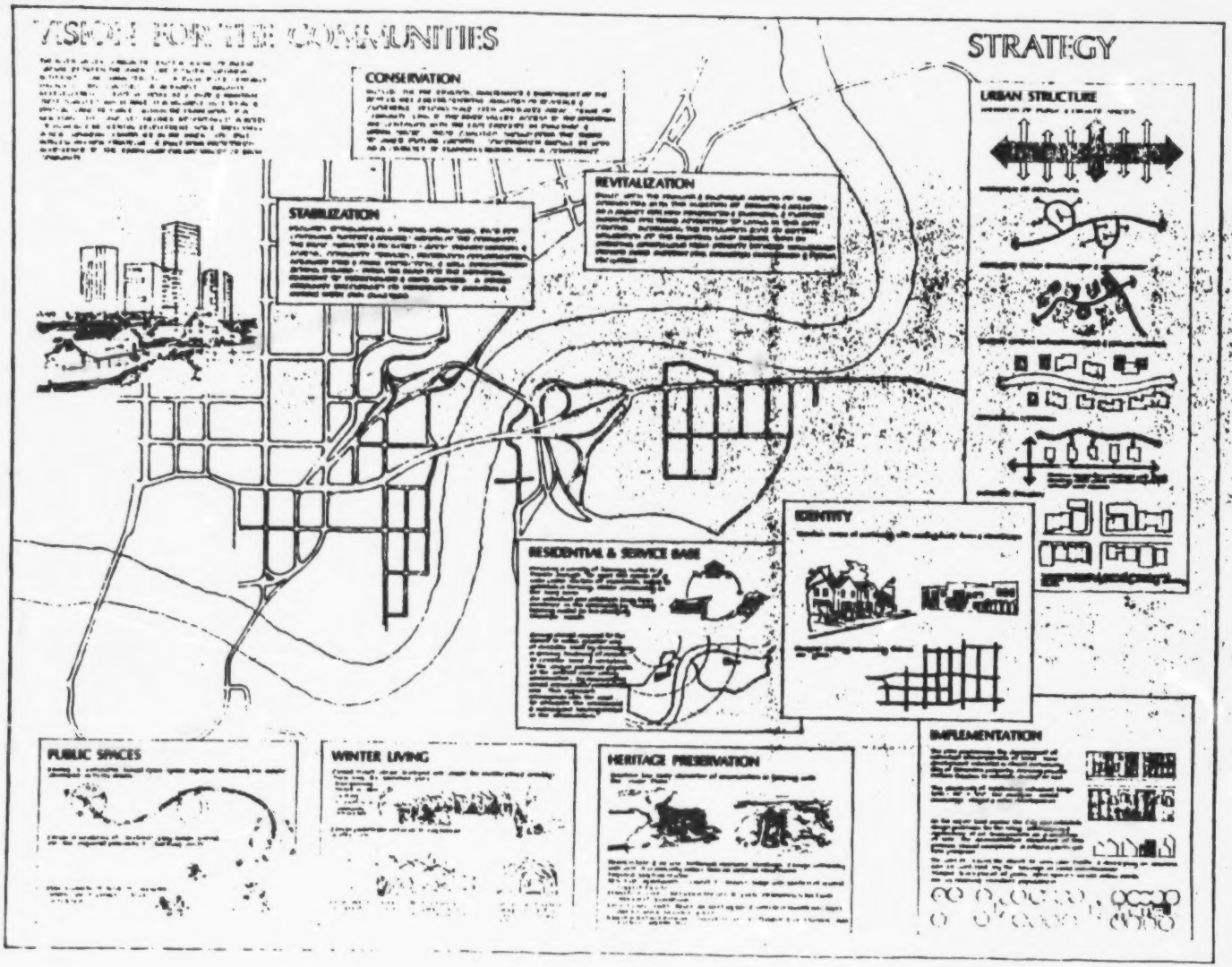
- the size and cost of the units is practical and realistic; there is a variety of housing types suggested, and all of them seem to fit well with the existing housing stock

- units are well designed, and follow standard, cost-efficient construction procedures; the design of units makes good use of energy efficiency with the placement of the south facing units

- integration of skylights is an inexpensive solution for bringing light into the units

- sensitive placement of medium density infill housing in Cloverdale

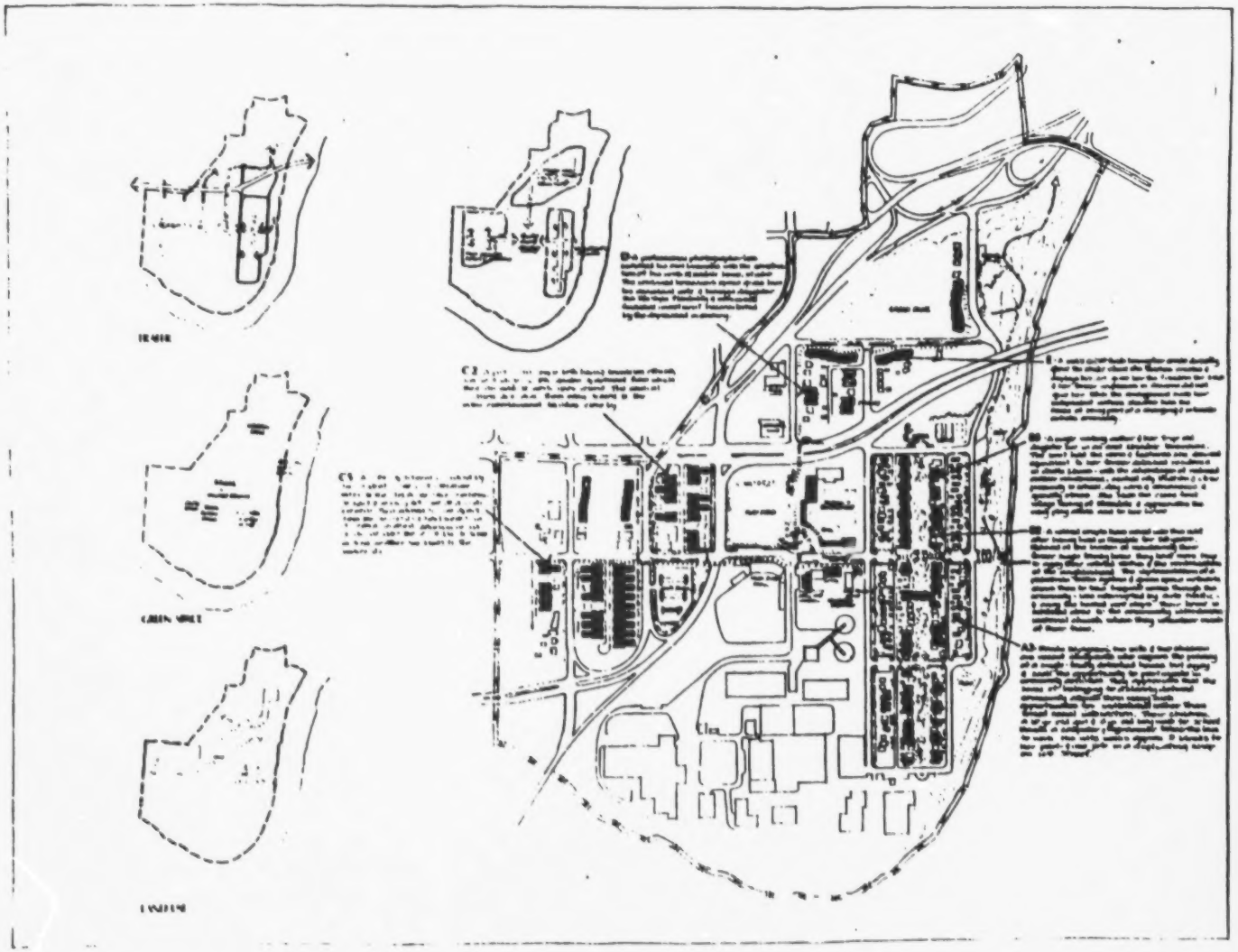
- achieves quite high density in Rossdale through a rich variety of ground-related units



OVERALL DEVELOPMENT CONCEPT

124(6)

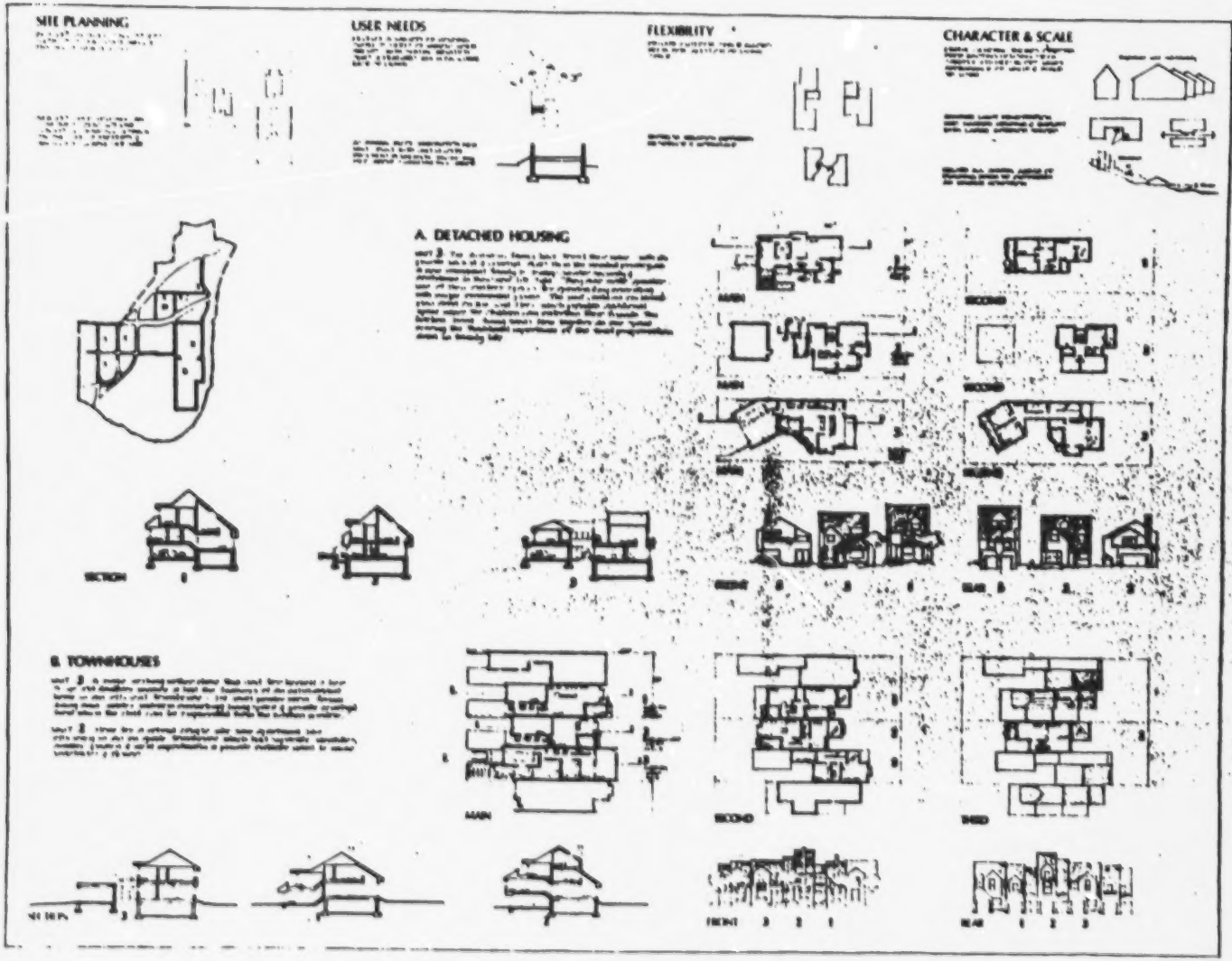
ANTHONY K. ENG ARCHITECT LTD.
PANEL 1



DEVELOPMENT CONCEPT - ROSSDALE

124 (6)

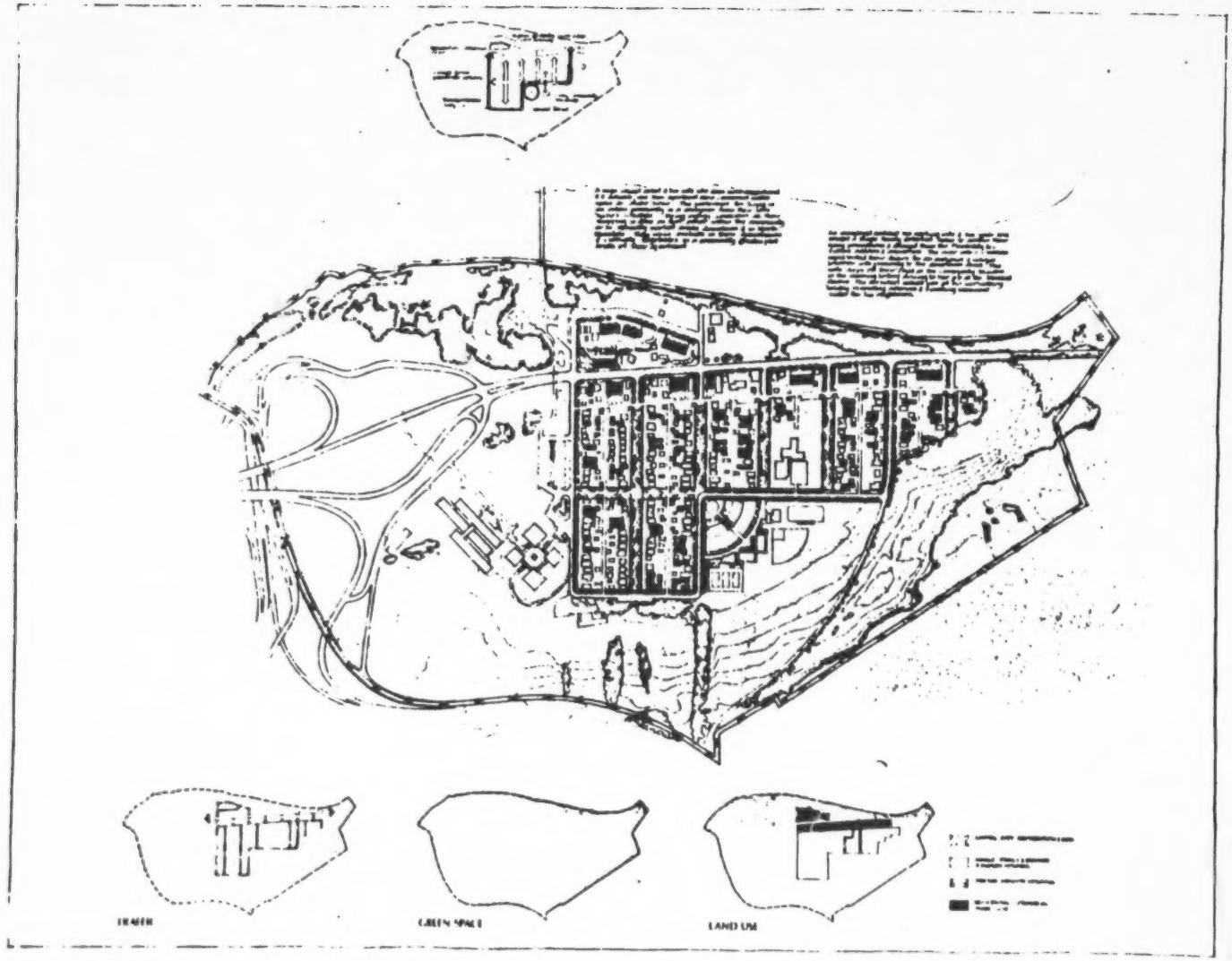
ANTHONY K. ENG ARCHITECT LTD.
PANEL 2



DESIGN AND BUILT-FORM OF HOUSING

124 (6)

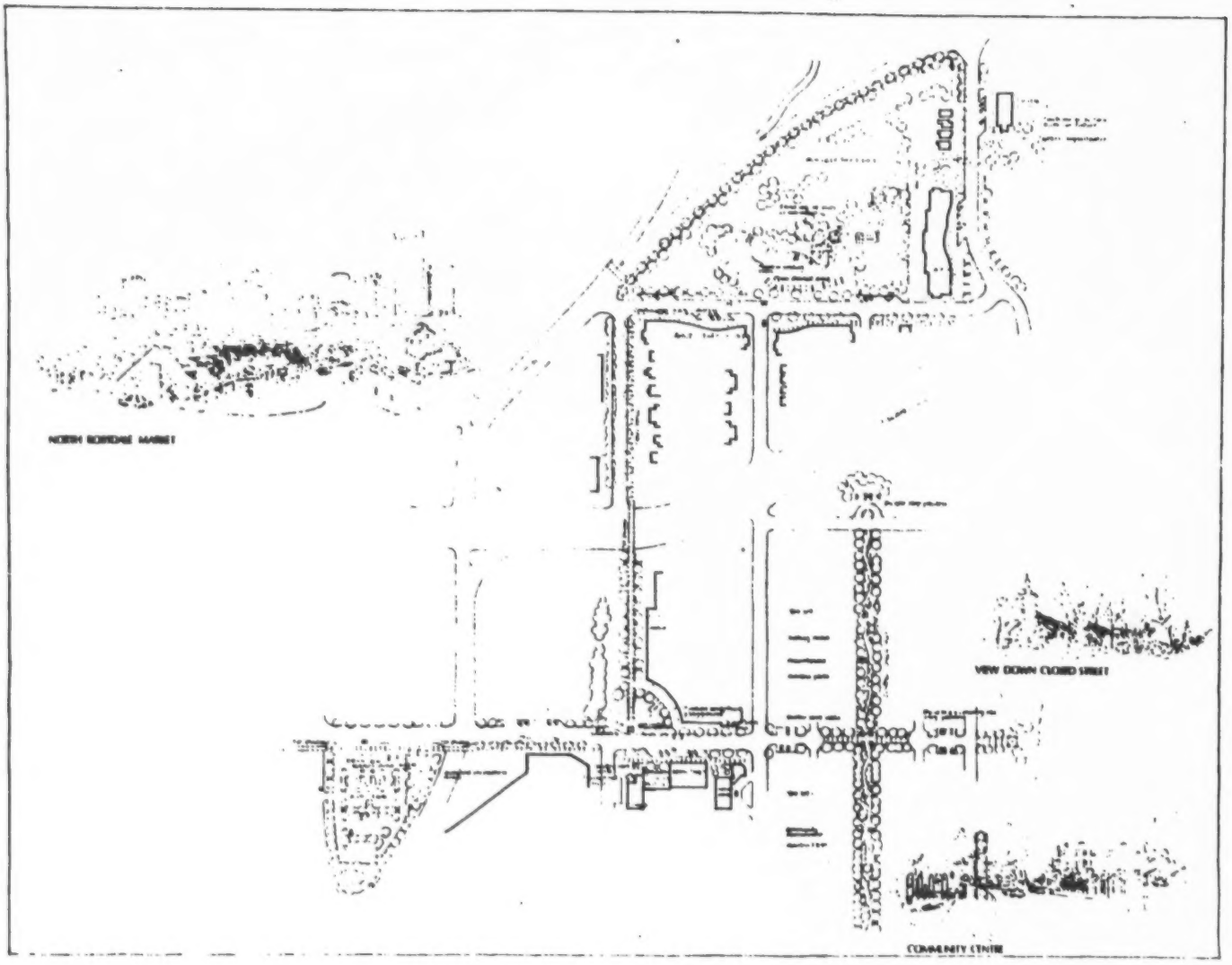
ANTHONY K. ENG ARCHITECT LTD.
PANEL 3



DEVELOPMENT CONCEPT - CLOVERDALE

124 (6)

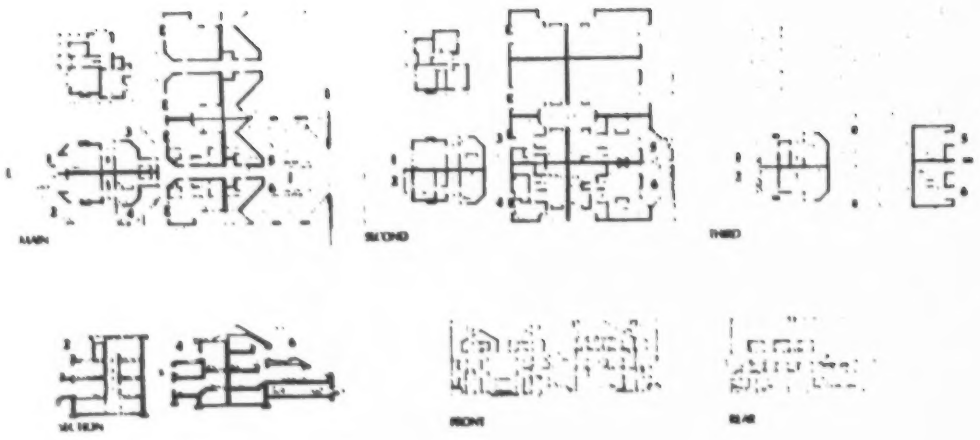
ANTHONY K. ENG ARCHITECT LTD.
PANEL 4



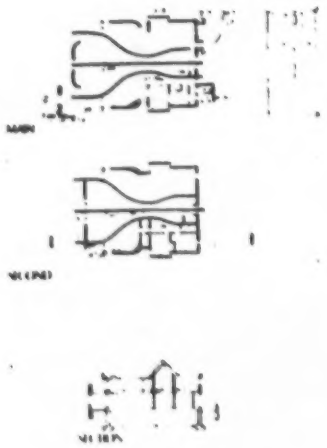
124 (6)

ANTHONY K. ENG ARCHITECT LTD.
PANEL 5

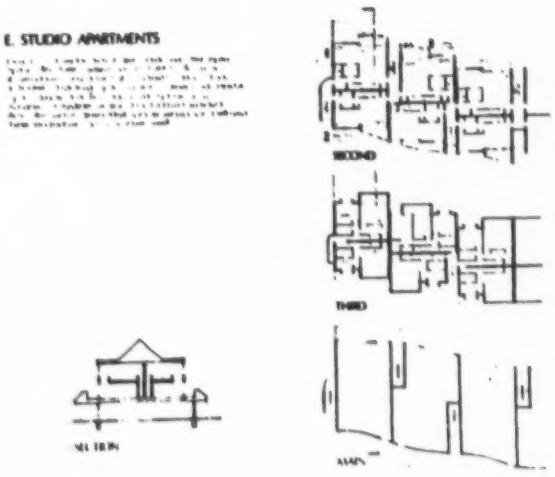
C. GARDEN APARTMENTS



D. MIXED USE UNITS



E. STUDIO APARTMENTS



124 (6)

ANTHONY K. ENG ARCHITECT LTD.
PANEL 6

APPENDIX VI E

JACK LONG & THE NEW STREET GROUP SUBMISSION

The submission put forward by Jack Long & the New Street Group won the following awards:

- Award of Merit - Development Concept: Rossdale and Cloverdale
- Award of Merit - Design and Built-Form of Housing - Medium Density
- Award of Merit - Community Development/Implementation Strategy
- Award of Merit - Winter Cities Design Concept
  (No cash award)

The key jury comments on this submission are presented below:

- full of imagination and good ideas, some of which could be implemented, others which could be guidelines for the future

- its strength is that it provides an activity focus in the river valley through such ideas as:

  - extending the greenhouses so they can be used by the community for winter gardening
  - an urban barn
  - re-introducing the paddle boat
  - public use in the utilities area
  - introducing inns/guest houses into both communities

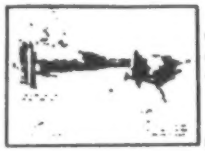
- it suggests a number of alternative urban lifestyles through a variety of housing forms and activities; respect is shown for the communities - the activities are introduced into the communities in a sensitive manner to ensure that local residents would not be overwhelmed by the influx of people from the outside

- a major contribution of this proposal is that it reminds us of the past and what a special resource we have in the river valley; they have done their research on the history

- it brings light into the winter time through a number of solar energy and energy conservation ideas; it would introduce people to the ethic of working with nature the year round, growing food year round.

RIVER VALLEY
COMMUNITY
DESIGN
COMPETITION

We ask that all six panels be considered as board A



ORIGINS-PROBLEMS
-OPPORTUNITIES

EL

192 (6)

JACK LONG & THE NEW STREET GROUP
PANEL 1

RIVER VALLEY
COMMUNITY
DESIGN
COMPETITION

PHILOSOPHY AND
NEW DIRECTIONS

E2

192 (6)

JACK LONG & THE NEW STREET GROUP
PANEL 2

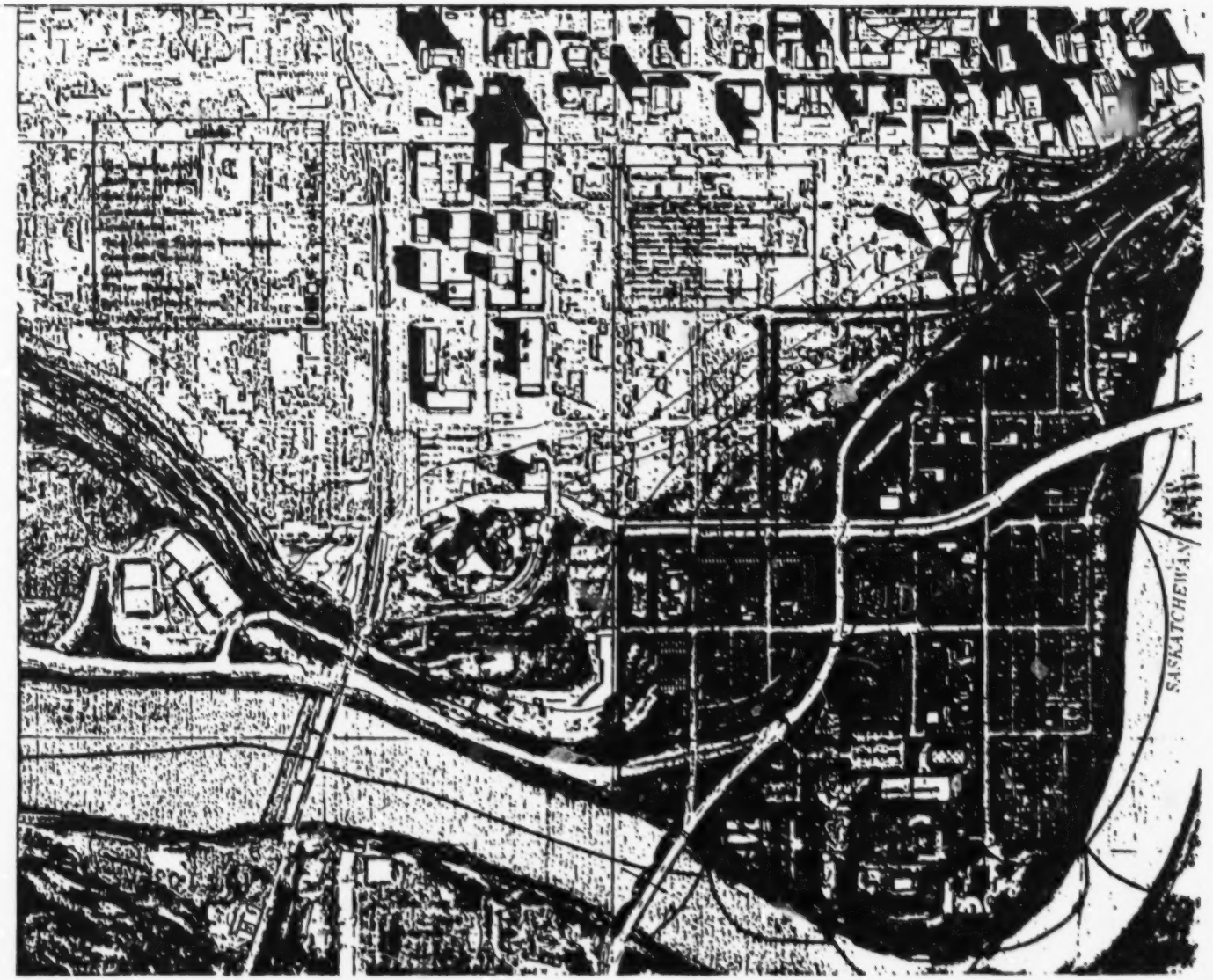
RIVER VALLEY
COMMUNITY
DESIGN
COMPETITION

ROSSDALE
the Exploration of Education

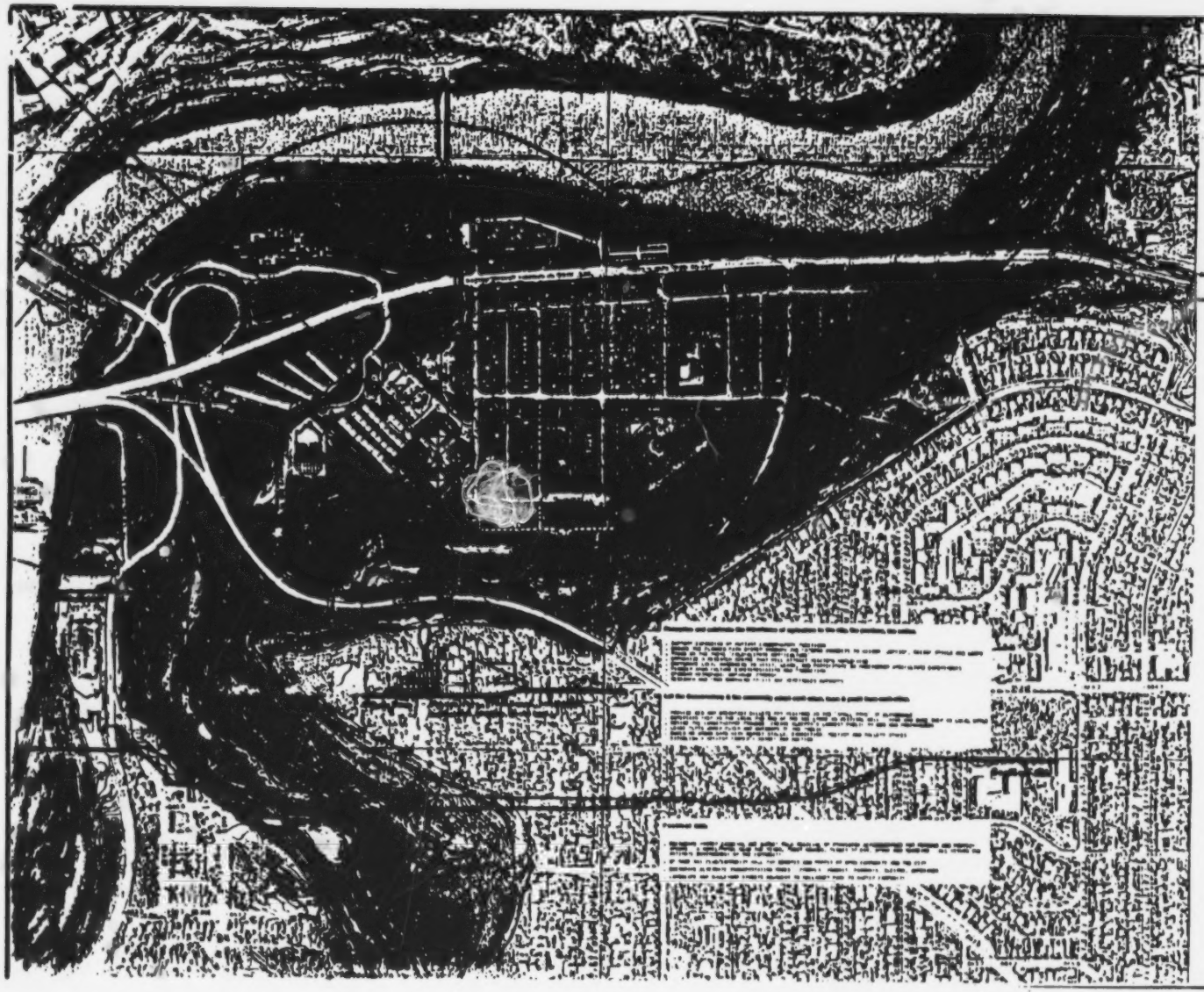
ROSSDALE
DEVELOPMENT
CONCEPT

B1

192 (6)



JACK LONG & THE NEW STREET GROUP
PANEL 3



RIVER VALLEY
COMMUNITY
DESIGN
COMPETITION

Cloverdale

CLOVERDALE
DEVELOPMENT
CONCEPT

C1

192 (6)

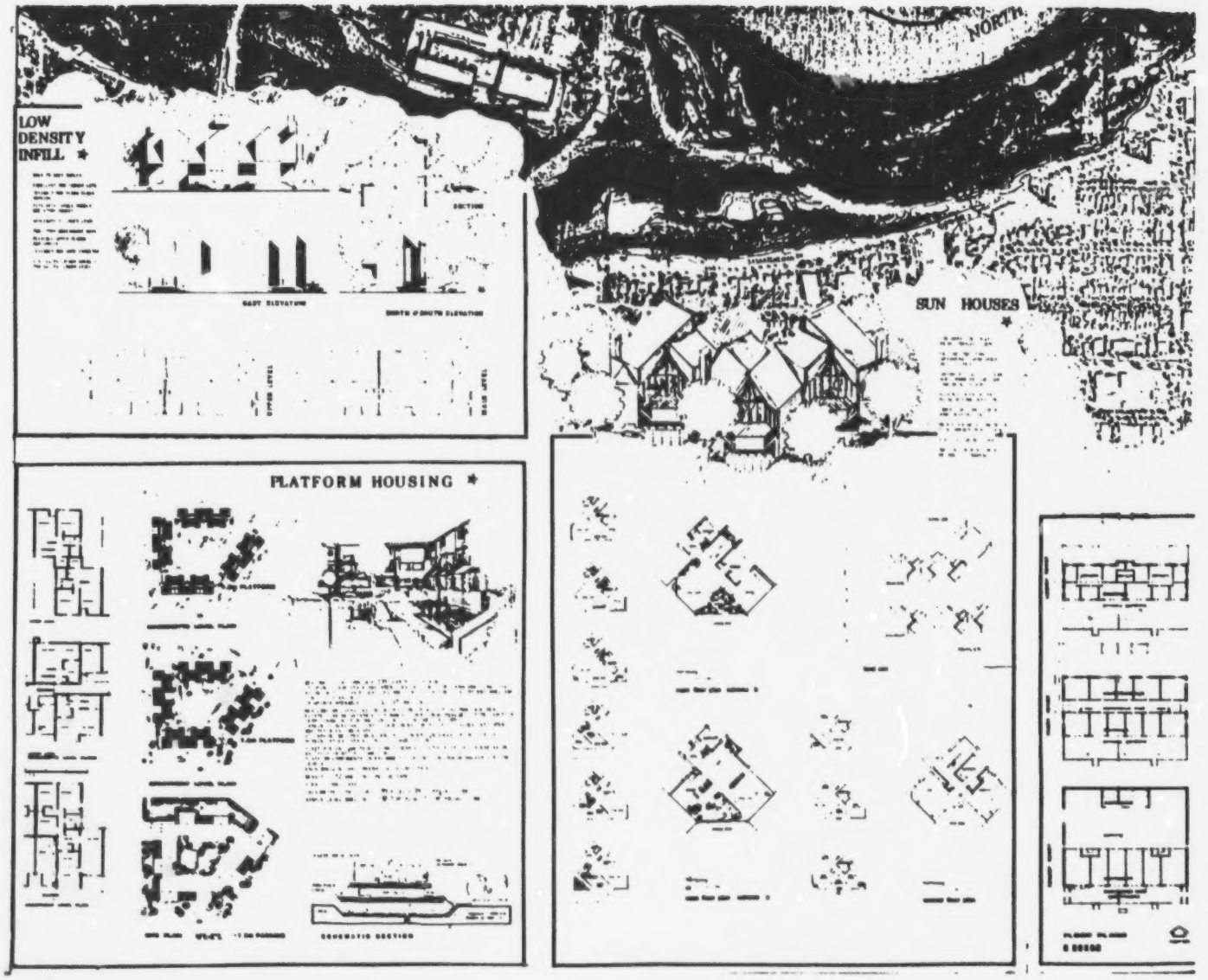
JACK LONG & THE NEW STREET GROUP
PANEL 4

RIVER VALLEY COMMUNITY DESIGN COMPETITION

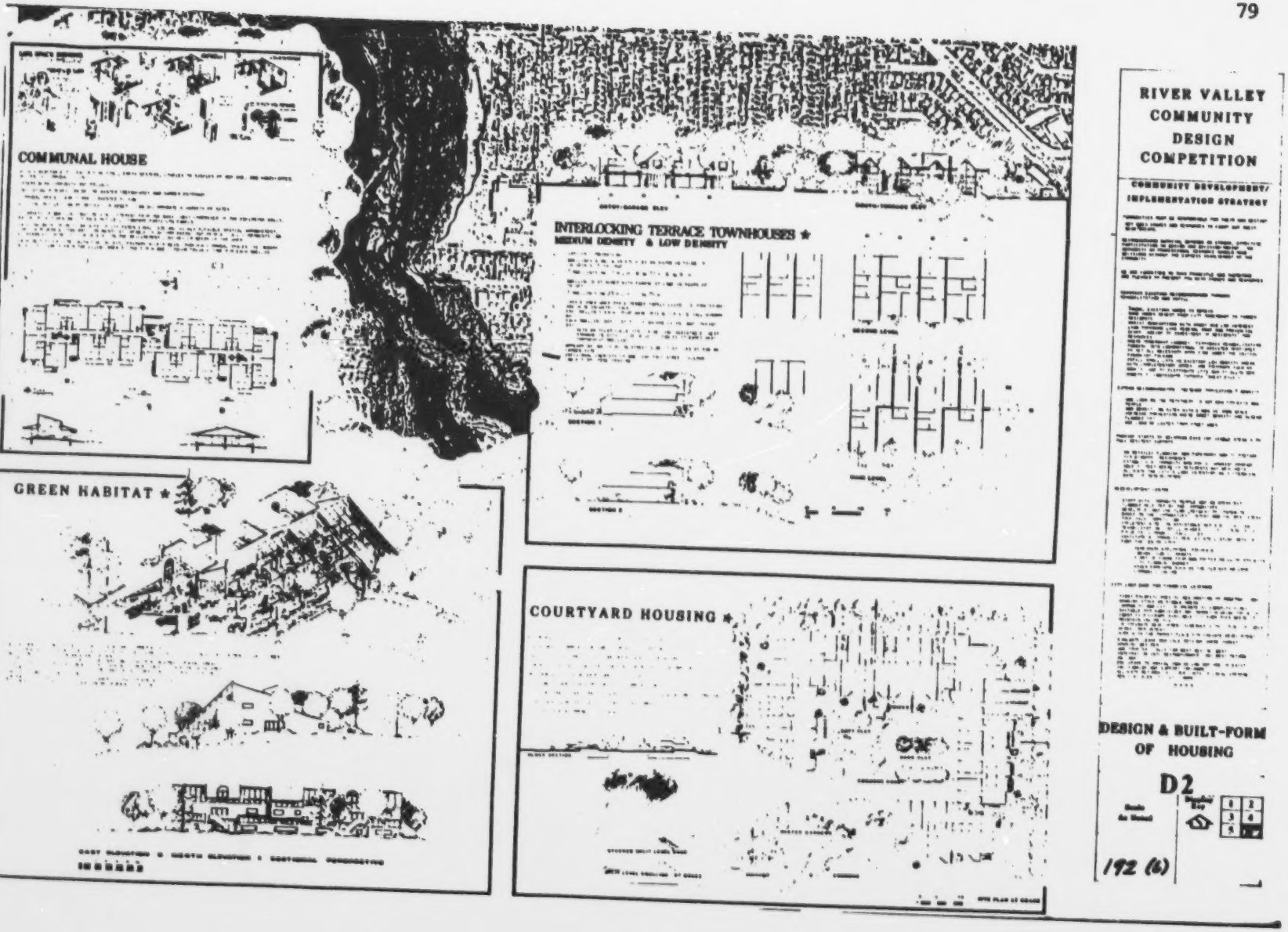
DESIGN & BUILT-FORM OF HOUSING

D1

192 (6)



JACK LONG & THE NEW STREET GROUP
PANEL 5



JACK LONG & THE NEW STREET GROUP
PANEL 6